

**Role Title** Ref no- 18/10/260

**Head of Communications**

**Role Information**

Role Type	Pay Band	Location	Duration	Reports to:
Full Time	7/F	Dhaka	Indefinite	Director Marketing

**Role purpose**

The purpose of this role is to lead the development of an integrated communications strategy (internal and external) and implementation of the action plans. The post is responsible to identify the target audiences and various stakeholder groups, select appropriate communications channels, and manage the consistency of messages. The role leads on relationship management with press and media, and stakeholder communications within the country. Ensure that both online and offline communications are measured, so their success can be analysed. Ensure events represent value for money, meet corporate objectives and opportunities offered by the event are maximised. Ensure the British Council brand is at the core of everything we do so the brand is delivered to customers, partners, stakeholders and colleagues.

The efforts of this role will reinforce our position as a cultural relations organisation with high quality products, services and events that positively change lives.

**About us**

The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Last year we reached over 65 million people directly and 731 million people overall including online, broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

**British Council in South Asia Region**  
 South Asia, with a population of around 1.8 billion people, is one of the most diverse and dynamic parts of the world and is characterized by continuing economic growth. We have operations in high-growth developing economies of India, Pakistan, Bangladesh, Sri Lanka, Nepal, and Afghanistan.

Our operational model is to lead surplus generating business in English and our multi-million pounds Exams services and growing self-sustaining and partnership-driven programmes in Education, Society and Arts fields. We are increasingly focused on generating maximum impact with our audiences with minimum draw on UK government funds. Increasingly, we are working across countries and business fields, to maximise impact and the return on investment.

**Function overview**

Communications is part of the wider Marketing function at the British Council. It is a professional unit which drives awareness, understanding and engagement with us and our diverse audiences. This unit uses insight, knowledge and analysis of relevant sectors and our

stakeholders to engage them with the British Council’s international cultural relations mission, our programmes, projects, services, and products in the most impactful and effective way. The team leads the development of brand and uses expertise to tell inspiring stories to enhance the organisation’s global reputation, builds lifelong relationships, engages staff and proves the impact of what we do.

You will be part of a central team that works with all business units in developing integrated communications campaigns throughout the year. The team mainly focuses on promoting Cultural Centre and Library, Teaching and Exams businesses, as well as the key themes of our Programme portfolio which is focused on engaging with the youth population.

**British Council in Bangladesh**

We mainly focus our work to contribute to SDG 4, 5, 8, 16 and 17. Our 2020 priorities are:

- Development of Education sector through training and sector wide reform
- Increasing opportunities for women and girls
- Working towards a democratic and equal society
- Bringing prosperity and economic growth
- Ensuring peace, justice, and social change

**Main opportunities/challenges for this role**

- Developing a country communications strategy and plan, working with the country directorate and Marketing Director, which aligns with the British Council’s regional and global communications strategy. The communications strategy and plan support country programmes and activities.
- Leadership and management of crisis communications and media relations in country, working closely with the Country Director and the Regional Head of Communication.
- Delivering professionally designed events which enhance the reputation of the British Council for key stakeholders and fulfil the British Council’s strategic need to attract existing and new public and private sector organisations to work with us.
- Leading the maintenance of local and regional communications and knowledge sharing platforms (i.e. Office 365)
- Strategic oversight of the communication of the British Council’s profile to internal and external stakeholders in country and beyond

**Organogram**



## Main Accountabilities

### Communication strategy, planning and delivery

- Develops the country communications strategy and plan and manages implementation, ensuring alignment to the global and regional communications strategy and plan, and effective impact. This will include identifying target audiences, co-creating core messages with other relevant colleagues, identifying appropriate channels, and managing the coordination, editing, and distribution of appropriate communications using relevant and agreed channels and platforms.
- Leads the development and delivery of internal and external communications campaigns that supports the national, regional and global communications strategies as part of overall Marketing strategy and plans
- Liaises with country business leads and programme teams to ensure buy in and alignment with the Country Communication Strategy. Proactively works with business leads and programme teams to ensure an integrated and coordinated approach to campaigns and generation of communication outputs
- Identify opportunities for high profile events to strengthen reputation and profile. Ensures aims and objectives of the event link to our overall stakeholder engagement strategy. Oversees the design, management, effective delivery and performance of a variety of high-profile events that create impact and maximise opportunities for the British Council brand.
- Leads and manages country media relations and public relation activities. Designs a media segmentation strategy aligned to the corporate communications plan, to ensure media is effectively targeted at key audiences. Set media targets and meet targets according to segmentation and media strategy including volume, impressions and favourability and corporate key messages.
- Ensures that communications messages are consistent, strengthening the reputation of the British Council brand. Identifies risks and issues in advance to effectively manage and mitigate with support from the regional Head of Communications, and in consultation with the Marketing Director and Country Directorate.
- Ensures the British Council brand is integral to all we do. Advocates the benefits and commercial power of consistency and on brand visual style, messaging and tone of voice to maximise our brand value. Ensure compliance to the brand guidelines for our Education and Society portfolio, Arts programmes, and corporate events and public relations initiatives.
- Acts as a champion for communication throughout the organisation. Focuses on corporate SDG priorities and sustainable development interventions. Identifies opportunities for cross-SBU collaboration for higher results and greater impact.
- Ensure all duties are delivered in line with the British Council's policy on Child Protection and Equal Opportunity and Diversity, and these is taken into account when planning and delivering activity
- Contribute and monitor to implement practical elements of Child safe action plan for Marketing and Communication team and the allocation of funding/resources towards the Child Protection safeguarding agenda if required.

### Consultancy, analysis and problem-solving

- Applies advanced communications expertise to provide advice to the Country Director and country business leads and develop and deliver agreed programmes of work
- Applies analytical approaches to identify and assess current state of country communications, including programme monitoring and evaluation data, and defines opportunities for improvement,
- Develops and implement agreed projects and appropriate communications initiatives to meet country operational need, ensuring consistency with regional communications strategies, plans and approaches and global strategy where appropriate
- Provides advice and support to country business leads on market costs for external communication support, and expertise on managing the briefs and the relationships with external communication experts
- Presents complex information clearly, producing tailored presentations, which convincingly influence decision-makers about the case for communications initiatives

### **Internal customer focus**

- Builds an in-depth understanding of the country operational context, opportunities and challenges for communications
- Makes appropriate linkages to issues across the broader organisation and region, to ensure that the development of country communications projects and initiatives is based on informed business insight and joined-up thinking
- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the standard of communications/media relations and PR advice and business support provided, enabling improvements to be made where required.

### **Functional expertise**

- Provides expert advice, support and challenge on communications to internal customers and other stakeholders
- Develops high quality and effective country communications plans and solutions using established processes, tools and systems to ensure consistency
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.

### **Service improvement**

- Ensures joined up planning and delivery of communications projects and initiatives across the country
- Owns the country SharePoint and manages regional intranet, and leads the creation of engaging and impactful stories
- Ensures consistent application of agreed global communications and brand standards, templates and processes
- Reviews impact and effectiveness of country communications projects and initiatives, and identifies opportunities for improvement

### **Commercial and financial management**

- Using agreed corporate systems and processes, plans and manages the budget for country communications projects and initiatives
- Conducts monthly and year-end reporting on progress against plan and deliverables, budget, and management of issues and risks
- Shows an understanding of value for money/cost effectiveness in the advice, recommendations or service support provided across the remit of country communications.

### **Relationship and stakeholder management**

- Ensures solid and beneficial relationships with marketing and communications professionals globally and within country
- Actively participates within the Marketing Community of Practice and communications networks
- Develops peer/personal networks within and outside Marketing to enhance own knowledge and expertise.
- Proactively builds and maintains excellent relationships with both internal and external stakeholders

### **Leadership and management**

- Builds and leads a team of communications professionals within country
- Plans and prioritises own work activities to ensure effective delivery of diverse responsibilities and deliverables over a quarterly to annual time horizon
- Determines work plans and coordinates input from others (who may be outside the direct management line) to meet specific objectives

## **Key relationships**

### **Internal**

- Country Directorate
- Country Senior Leadership Team
- Country Marketing Team

- Country Programme Leads (Education, Society, and Arts)
- Regional Head of Communication
- Director of Communication (Centre of Excellence)
- Global communication team leads
- Global Brand and Corporate Events team
- Marketing Community of Practice advocates and members

#### External

- Country press and media
- Vendors / suppliers/ agencies
- BHC communication team
- Other relevant stakeholders

### Role requirements

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	You must have the right to live and work in the country in which the role is based.	<i>Shortlisting</i>
<b>Direct contact or managing staff working with children?</b>	Yes	<i>N/a</i>
<b>Notes</b>	Occasional national and international travel and unsocial/evening hours working ID, local/international police record check, qualification and reference checks are required for external candidates.  This post holder has a scope to work with children directly and indirectly. Therefore, s/he needs to understand the importance of child protection and ensure that Child Protection policy and procedures are in place to offer maximum protection of children and young people at all relevant events and activities and will ensure compliance with British Council Child Protection policy.	
Person Specification:		Assessment stage
Language requirements		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Good spoken and written English	English at IELTS 7.5 level	Shortlisting
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
At least bachelor's degree in communications, journalism, marketing or relevant field.	Post-graduation in Media and Journalism, International Development, Communications for Development	<i>Shortlisting</i>

<b>Role specific knowledge &amp; experience</b>		
<b><i>Minimum / essential</i></b>	<b><i>Desirable</i></b>	<b><i>Assessment Stage</i></b>
<ul style="list-style-type: none"> <li>▪ Overall seven years of experience with at least three years' in a similar role. Demonstrable experience in providing expert advice and guidance on internal and external communications</li> <li>▪ Demonstrable experience in managing and mitigating internal and external communications risks and issues</li> <li>▪ Demonstrable experience in providing professional input on high-profile events</li> <li>▪ Demonstrable experience in managing online SharePoint and intranets</li> <li>▪ Ability to work in a way that promotes the safety and wellbeing of children.</li> <li>▪ Experience of working with children.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Five years' experience in a senior communications position at an international organisation</li> <li>▪ Led a comms team in a global organisation</li> <li>▪ Adept in development communications and SDGs narratives</li> <li>▪ Expert in crisis communications</li> <li>▪ Proficient in designing and delivering international standard public events</li> </ul>	<b><i>Shortlisting</i></b>
<b>Role specific skills</b>		<b><i>Assessment Stage</i></b>
<p><b>Government Communication Service Professional Competency Framework</b></p> <p><b>Insight (Level 3)</b></p> <ul style="list-style-type: none"> <li>• Develop measurable communication objectives to support the delivery of policy/business priorities</li> <li>• Ensures strategies take into account the recommendations and lessons learnt from evaluations of previous campaigns</li> <li>• Review communication and media plans to ensure activities reflect policy developments and the emerging news agenda</li> <li>• Develop a strong understanding of different internal audiences. Use this knowledge to ensure the tone language and format of internal communication is easily accessible to and read by a range of staff groups</li> </ul> <p><b>Ideas (Level 3)</b></p> <ul style="list-style-type: none"> <li>• Design integrated communication strategies and examine them with existing plans</li> <li>• Initiate and lead the development of both reactive and proactive, integrated media campaigns that build on insight and tracking data.</li> <li>• Develop innovative digital communication strategies; draw on knowledge of emerging trends in digital services and social media and apply this knowledge when developing content and channels.</li> <li>• Draw on audience insight to develop innovative internal communication strategies, selecting the most appropriate channel mix and ensuring content is both topical and timely.</li> </ul> <p><b>Implementation (Level 3)</b></p> <ul style="list-style-type: none"> <li>• Demonstrate strong written communication skills. Provide advice and guidance to colleagues on writing clearly for target audiences</li> <li>• Demonstrate strong editing skills to ensure quality and timely press releases, rebuttals and lines to take in response to developing stories</li> <li>• Provide support and clarification to managers to ensure they are confident in delivering key messages and to strengthen the</li> </ul>		<b><i>Shortlisting and Interview</i></b>



<p>internal communication cascade</p> <p><b>Impact (Level 3)</b></p> <ul style="list-style-type: none"> <li>Analyse evidence to assess effectiveness of communication and identify lessons learned</li> <li>Analyse media monitoring results to assess the effectiveness of media strategies and inform future proactive and reactive media campaigns</li> <li>Assess the effectiveness of digital communications. Use the results of user feedback, tests/pilots and effectiveness indicators to improve digital communication and the user experience</li> <li>Assess the effectiveness of internal communication at country level and act on staff feedback to ensure that communication is timely, relevant and meets the needs of the business and internal country audiences</li> </ul>	
<p><b>British Council Core Skills</b></p>	<p><b>Assessment Stage</b></p>
<p><b>Communicating and influencing (level 3) - Creative and adaptable in communications</b> Able to use a range of non-standard and creative approaches to inform, and persuade others, extending beyond logical argument to influence decisions and actions in a way which is inclusive and engaging.</p> <p><b>Managing project (level 3) - Leads smaller projects</b> Analyses requirements with the sponsor/stakeholders, defining the specification with awareness of equality and diversity impact, planning, revising, implementing and evaluating on small-to-medium scale and/or low risk projects.</p> <p><b>Planning and organising (level 3) - Develops annual plans</b> Develops and reviews the implementation of annual plans for a work group or function taking account of business and customer requirements and reconciling competing demands.</p> <p><b>Analysing data and problems (level 3) - Analyses patterns</b> Seeks out and examines a range of information to identify patterns, trends and options, to solve multifaceted and complex problems.</p> <p><b>Managing risks (Level 2) - Supports a risk management culture</b> Has track record of identifying and highlighting risks and suggesting mitigating actions.</p> <p><b>Managing People (level 2) - Supervises a small team</b> Supervises a small team of people doing similar jobs to deliver short term tasks to agreed quality and time standards.</p>	<p><i>Shortlisting and Interview</i></p>
<p><b>British Council Behaviours</b></p>	<p><b>Assessment Stage</b></p>
<p><i>The following behaviors will be assessed during the interview:</i></p> <p><b>Creating shared purpose</b> (more demanding) Creating energy and clarity so that people want to work purposefully together</p> <p><b>Connecting with others</b> (more demanding) Actively appreciating the needs and concerns of myself and others</p> <p><b>Working together</b> (most demanding)</p>	<p><i>Interview</i></p>

<p>Creating the environment in which others who have different aims can work together</p> <p><b>Making it happen</b> (more demanding) Challenging myself and others to deliver and measure better results</p> <p><i>These behaviours will not be assessed at interview but will be used for performance management:</i></p> <p><b>Being Accountable</b> (more demanding) Putting the needs of the team or British Council ahead of my own</p> <p><b>Shaping the future</b> (more demanding) Exploring ways in which we can add more value</p>	
<b>Adapted by</b>	<b>Date</b>
Arshia Aziz Director Marketing	October 2018