

Role Information

Role	Pay Band	Location	Duration	Reports to:
Director Partnerships, Skills & Enterprise; Sub-Saharan Africa (SSA)	Senior Management Broad Band/Senior Managers & Professionals	Location in SSA to be agreed with Regional Director	Fixed term 2 + 1 years	Regional Director, Sub-Saharan Africa

Role purpose

- Lead British Council work on developing an Enterprise /Entrepreneurial Africa strategy focused on youth and jobs - with clear success indicators, timelines, delivery partners and financial targets
- To identify, pursue and deliver client service contracts (e.g. donor, corporates, trusts and foundations) and shared cost partnerships in arts, education and society and English across Sub-Saharan Africa of a scale worth at least £3 m annually circa £15m (in total) over the planning period to 2020.
- To liaise and convene the collective technical offer from both Sub-Saharan Africa (SSA) strategic business units (SBU's) and UK headquarters technical units e.g. skills, higher education, entrepreneurship and social enterprise and harness this for cost effective tailor made programmes, which respond to needs of beneficiaries and the drivers of potential funders.
- Take full accountability as senior reporting officer for the development and delivery of all partnership offers including, flagship Entrepreneurial Africa programme, human resources, mentoring, delivery and financial performance.

Geopolitical/SBU/Function overview:

The British Council's Corporate Plan for the period 2016-2020 sets out a clear ambition to be partnering more and more effectively co-creating content and programmes, sharing learning and opportunities with partners and working with various sectors to achieve more together. British Council Partnership target for 2017 is annual growth of 5%. Increasing the scale, long term nature, effectiveness and range of partnerships are all core to achieving this ambition

Despite the impact of lower oil prices, sluggish growth in some key markets and softening commodity prices, SSA still remains on course to experience the second highest economic growth rate in the world this year, with 22 economies growing at a rate of 5% or higher." Foreign direct investment into the region surged by 128% to \$128billion in 2015, a five year high with the resulting number of job created jumping by 68% across the region.

Against this backdrop, SSA offers one of the highest potential for partnership opportunities with private sector, trusts and foundations, UK Higher Education Institutions and UK suppliers. It is critical that the Council grows its activity in this area particularly in the light of uncertainties around Brexit. The British Council partnership income and contracts from the private sector grew by 50% from 2013 to £6m turnover in 2015. During this period, the value of programmes and activity from existing and new partnership contracts was £37m, excluding in-kind contributions.

The range of partners has increased in size, complexity and expectation requiring strategic leadership, continuous engagement and focus at both country and regional levels. Some of the notable partnerships include BG, DeBeers, Barclays, TIGO, Vodafone, MacArthur foundation,

GSK, Tullow Oil, Virgin Atlantic, Shell, Rockefeller, Access Bank, East Africa Development Bank, GT Bank, Orange, etc. Partnership in and with the digital sector remain largely small and under developed.

The partnership agenda is currently supported business development managers with differing skills and experiences across key operations/countries in the region. The post holder is portfolio lead for 3 large scale partnerships and line manages the market insight manager post plus 3 other programme staff.

Main opportunities/challenges for this role:

Opportunities going forward include:

- Ensuring partnership opportunities are corralled within a coherent regional youth, enterprise, jobs agenda by exploiting synergies between emerging areas or HE, entrepreneurship, skills and social enterprise.
- Financial imperative for diversification drives appetite for high visibility / strategic offers from CSR, foundations and social investment funds
- Potential inclusion of cost share partnerships under EU Pagoda, and emerging UK overseas development assistance expenditure such as the Culture, Education and Governance fund.
- Growing interest across donors and foundations in the youth / employability, workforce development and Enterprise development.
- Strong UK offer – reputation and track record which UK is uniquely placed to leverage.
- Strong track record in successfully delivering client funded services under education and society strategic business unit.
- Appetite and momentum around partnerships in the creative industries sector. .

Challenges include:

- Impact of commodity and oil price slump on sectors and economies of key markets
- Transaction costs long lead in and pursuit time for scale partnerships and multi country programmes
- Opportunity costs – limited number of staff with skill set to deliver programmes to client expectations - need to build capacity for implementation
- Gaps in market insight and business due diligence at country level
- Increasingly demanding requirements around measuring impact outcomes and demonstrating value for money (being addressed through the new Research and Evidence Framework).
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Main Accountabilities:

- **Strategy and Approach.** Lead the development of a refreshed and expanded private sector strand to the SSA partnerships strategy with:
 - a clear articulation of expected outcomes
 - Defined financial targets and milestones
 - A market segmentation differentiated by potential partner preferences (technical area / country)
 - A prioritization of partnership pursuit
- **Relationships.** Liaise with senior management on the partnerships strategy:
 - Ensure alignment with current policy and future business needs) and socialize policy so that it is fully understood and supported.

- Pursue and win new partnerships and contracts of scale worth at least £3m annually and securing new partnerships of cc £15m (in total) over the planning period to 2020.
- **Proposal and Business Development.** Work flexibly and creatively with SBU, regional and country colleagues to develop new compelling, commercial partnership and value propositions that meet the business and operational needs of partners and are aligned with the British Council's programme activity and ambition.
- **Support.** Provide leadership, mentoring and consultancy to support staff to develop income-generating partnerships among key partners, providing sector-specific knowledge and expertise, and disseminating key sector news, insights, trends and competitor activity across the partnership development network
- **Financial Targets and Performance.** Set and agree regional and priority country targets for partnership and contract income from the sector, ensuring these are underpinned by pursuit and partnership actions during the year, monitored and reported against business development KPIs. Ensure partnership cash income from corporates (currently £6m a year) grows by at least 15% to reach £9m by 2020. Build a good pipeline of opportunities for (cash and in kind) partnerships of scale for SSA by 2020.

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	<i>Role is open to anyone.</i>	Shortlisting
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	Assessment Stage
<i>Qualified to degree level or equivalent by experience</i>		Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	Assessment Stage
A proven track record of identifying business development opportunities and securing significant partnerships (cash, in kind and co creation) including individual opportunities		<i>Shortlisting & interview</i>
Proven experience of successfully implementing projects and programmes, ensuring standards and meeting client expectations.		<i>Shortlisting & interview</i>
Experience of influencing and securing buy-in from senior colleagues in a large, complex and multi-cultural organisations and governments.		<i>Shortlisting & interview</i>
Strong understanding of how private sector organisations and trusts are structured and run and, in particular, their approach to partnership working		<i>Shortlisting & interview</i>
Strong account and client management		<i>Shortlisting &</i>

experience.		<i>interview</i>
Role Specific Skills/Experience		Assessment Stage
Successful track record of developing partnerships in the Africa context		Shortlisting & Interview
British Council Core Skills		Assessment Stage
<p>Communicating and influencing (level 4) Using influencing techniques-Uses formal and informal negotiating and motivation techniques to influence others' behaviour and persuade them to think and act differently, while respecting difference of view and culture</p> <p>Managing Projects (level 4)-Leads Larger Projects; Analyses medium-to-large and/or high risk projects, coordinates a diverse team with awareness of equality and diversity impact as part of the project specifications and handles changes in specification or plan to meet unexpected circumstances</p> <p>Finance and Resource Management (level 4- Plans and deploys resources- Negotiates and agrees the resources for a defined area as part of forward planning, monitoring progress and adjusting resources or priorities to meet goals</p> <p>Commercial and Business Development (level 4-Leads Business development; Able to plan and deliver business development activities for a major and/or new market category which is significant for the British Council.</p> <p>Account and Partnership Management (level 5)- Shapes strategic relationships Sets overall direction for the formation and management of strategic relationships, collaborations and contracts with stakeholder, customers and partners in a significant market.</p>		<i>Shortlisting & Interview</i>
British Council Behaviours		Assessment Stage
<ul style="list-style-type: none"> ▪ Creating Shared Purpose (Most demanding) <i>Inspiring others to want to take a specific role as part of a shared purpose</i> ▪ Connecting with Others (Most demanding) <i>Building trust and understanding with people who have very different views</i> ▪ Being Accountable (Most demanding) <i>. Showing real dedication to the long-term mission of the British Council or the team</i> ▪ Working together (Most demanding) <i>Creating the environment in which others who have different aims can work together</i> 		<i>Interview</i>

ANNEXE ROLE CONTEXT INFORMATION

Section A – Role information for applicants

Role information	
Diplomatic status	No
Security clearance required?	No
Accompanied by partner?	Yes
Accompanied by Children	Yes
Is a mobility package offered for candidates relocating from other regions?*	Yes
Details of any mobility package provided (if applicant is eligible)*	
<p>*To be eligible to a mobility package or a change to your existing package type, you must be moving location! Please note that mobility packages are not applicable in the UK.</p> <p>*For candidates coming in from outside the region, the role will be based in one of our priority countries: Kenya, Ethiopia, Nigeria, South Africa or Ghana. The location will be agreed in discussion between the Regional Director and the successful candidate</p>	

Section B – Operating Context

Operating Context
<p>Financial Snapshot</p> <p>Ensure partnership cash income from corporates (currently £6m a year) grows by at least 15% to reach £9m by 2020. Build a good pipeline of opportunities for (cash and in kind) partnerships of scale for Sub Saharan Africa by 2020.</p>
<p>Internal operating context</p> <p>Regional</p> <p>By 2050 the population of Sub-Saharan Africa will be 2 billion people, with the majority living in an urban environment. The region will have a middle class the size of Europe. 70% of the population is under the age of 25, and this demographic will grow at 15% year on year for the next 10 years. This presents huge opportunities and challenges for the UK.</p> <p>Generally the region is becoming more politically stable. There are on average 50 elections each year, many of which are more open and transparent than before. However, we have seen recently how the situation can deteriorate quickly in previously thought stable countries like Ethiopia.</p> <p>The majority of countries in the region are developing economies. Gender inequality remains and life for women and girls on the continent remains challenging.</p> <p>While recent economic growth is significant, the baseline was low. Income per capita has doubled and foreign debt levels have halved since 2000. Aspirations to become middle income countries as written in national development plans in the next 10 years are optimistic. The World Bank longer view forecasts that ‘almost all’ African countries will be middle income by 2050. However the risk of unequal economic growth within societies remains significant.</p> <p>Furthermore, with the population of Sub-Saharan Africa heavily weighted towards the under-25s and public institutions – particularly in education – poorly equipped to cater to the spiralling demands of the next generation, a lack of skills and poor employment opportunities is inevitably increasing levels of</p>

disillusionment and disenchantment amongst youth, with the potential for radicalization and risk of extremism.

Across the region government priorities are economic growth, education and skills, and youth employment. The opportunity and challenge for prosperity and security is to meet the needs of emerging societies and economies, and the aspirations of the burgeoning youth population in Sub-Saharan Africa.

Our response is:

To support systemic development in education and governance, working in partnership with governments and organisations to drive improvements in outcomes for young people, strengthen public institutions, build capacity in civil society and enhance employability. By 2020 we will have supported systemic change and made a positive difference in our priority countries in the region.

To give young Africans a voice and a choice, building understanding, co-operation and tolerance. We will provide alternative pathways for those most at risk of extremism, working both at a community and individual level. We will provide opportunities for young people through championing entrepreneurs, citizenship, creating convening spaces for debate and dialogue through Arts and Culture. By 2020 we will have made a positive and lasting difference to the lives of 100 million young Africans.

To attract people who matter to the future of the UK and the countries we work in. Through all our programmes we will identify and nurture future leaders who can make a positive difference to their communities and societies. We will provide them with access to the UK's education and skills opportunities and strengthen their networks of influence. By 2020, we will have engaged with 100,000 future leaders and connected them to the UK.

Total number of staff directly line managed by this role

4

The role also works with business development managers in the countries