

## Role Title

**Communications Manager (East and South China)**

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Communications	6	China	Indefinite	Senior Communications Manager (External), China

## Role purpose

Based in Shanghai, the purpose of this role is to support the execution of a communications strategy (internal and external) within the country to China facing audiences and stakeholders. Led by the Senior Communications Manager and communications team, and working with programme staff, the Communications Manager will create and manage campaigns related to external communications within the country. These campaigns will reinforce the British Council's position as a cultural relations organisation with high quality products and services 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 75 million people directly and 758 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 East Asia region

East Asia, with a population of around two billion people, is one of the most diverse and dynamic parts of the world and is characterized by continuing economic growth. There is a strong demand for recognised education and English language skills, and an interest in many countries in exploring how creative, open and transparent societies can lead to greater prosperity.

We have operations in high-growth developing economies of China, Indonesia, Vietnam, Thailand, Malaysia, Philippines and Burma, and the major developed economies of Japan, South Korea, Hong Kong, Singapore, Taiwan, Australia and New Zealand. Our annual turnover across these 14 markets is more than £321 million and our employee population is approximately 2600. We have 18 country offices, each headed up by a Country Director, and supported by shared functions for human resources, finance and marketing which support all businesses.

In this dynamically diversifying region and in the context of a changing Government funding environment, our challenge is to maintain and develop the UK's cultural, educational relationships and influence. Central to this is our commitment to supporting links between East Asia and the UK, and the development of strong bilateral relationships for the UK with countries in East Asia. We do

this by connecting people at Government, institutional, community and individual level.

We are funded through a mix of Government grant and earned income, which enables us to scale our impact and best serve our UK stakeholders and those we engage with. Our business model is to lead surplus generating business in English and our multi-million-dollar Exams business 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. The balance of programmes, products and services that we offer, and the scale of businesses that we operate in each country, varies in response to the specific markets of this diverse region. Increasingly, we are working across countries and business fields, to maximise impact and the return on investment.

Priorities for our strategy in East Asia to 2020:

- We will continue to focus on promoting English language because it is both a key enabler of cultural relations, and a source of opportunity for our customers and stakeholders. Given our lead position in this field, we will build English language capability across the region, whether supporting learners, teachers or governments, through training, assessment and policy development. Our work in this field in East Asia is dominated by our English teaching business in 14 teaching centre operations involving 95,000 students across 11 countries, and our Exams business which operates in 16 countries delivering over one million UK exams every year. Both businesses make a major contribution to our overall cultural relations impact and to securing our financial sustainability globally. Our focus will be on an ambitious strategy for diversification and growth of these businesses over the next three years.
- As part of our commitment to create educational opportunities between the UK and other countries we will continue to internationalise the higher education sector by supporting policy development, and building joint programmes and scientific research between the UK and the countries we work in. We will build the experience of individuals to work internationally by supporting the two-way mobility of students, young people, academics, teaching professions and scientists in higher education. This includes our significant UK government-funded programme for marketing of the UK as a study destination.
- By working with countries to grow or maintain open, prosperous, creative and inclusive societies we will contribute to global and regional prosperity, security and stability. We will create impact in the markets we work in through tailored programmes in the creative, justice and enterprise sectors. Throughout our work we will engage, and provide better outcomes, for women and girls and marginalised groups. By working together with countries on global social issues, we will continue to grow and nurture an open, prosperous, creative and inclusive UK.
- To build creative opportunities between the UK and other countries, we will develop the skills and international experience of those working in the creative sector. We will continue to support the creative sectors of the UK and the countries we work in to work together, and we will share the best of the UK's creativity.

### **British Council China**

The British Council has had a presence in China since 1943, and since 1979 we have been operating as the Culture and Education Section of the British Embassy and Consulate-Generals in Beijing, Shanghai, Guangzhou and Chongqing. We also opened our first English centre in Mainland China in September 2017, based in Nanjing.

Our work in China is of great importance to the global British Council operation, both politically and commercially. With more than 750 staff across our offices in China, we operate a wide range of programmes in English, exams, arts, and education in partnership with local authorities and partners.

We achieve significant impact and reach through our programmes which have engaged millions of young people and thousands of professionals and policy makers across China, including:

- Over 1,000,000 people who have taken an exam with us within the past year, be it an English language exam, such as the IELTS exam, or a professional exam, such as the ACCA qualification.

- 10,000 English teachers and one million students who have benefitted from our English language teacher training programmes in the past two years.
- Nearly 155,000 Chinese students who are currently studying in the UK, many of whom have engaged with our work encouraging and supporting student mobility.
- One billion people reached and influenced annually through our 2015 Year of Cultural Exchange and Shakespeare Lives campaigns.

## Function overview

Marketing and Communications at the British Council is a strategic function which drives awareness, understanding and engagement with us across our diverse audiences. We use insight, knowledge and analysis of our market and our customers to engage them with the British Council's international cultural relations mission, our products and services in the most impactful and effective way. We lead the development of our brand and use our expertise to tell inspiring stories to enhance our global reputation, build lifelong relationships, engage our staff and prove the impact of what we do.

The Communications department is part of the wider Marketing Department within the British Council.

## Main responsibilities

### Communications strategy, planning and delivery

- To support the development and execution of China's corporate communications strategy.
- Plan and implement targeted, efficient and effective integrated, cross-channel internal and external communications campaigns for British Council programmes and projects in the East and South China area, working closely with SBU teams and our UK press team to raise the profile of the British Council.
- To develop key communications collateral including printed materials, video content and web content.
- Develop key message documents to support the work of the Country Director, Area Directors in Shanghai and Guangzhou, as well as SBU teams.
- Manage briefing enquiries promptly and prepare appropriate responses to stakeholder queries.
- Ensure oversight of all strategic business units' communications activity and provide expert communications advice and support resources to SBUs, programmes and projects on brand and communications (including KPIs/evaluation) aspects of their strategies and plans.
- Manage SBU internal communications mechanisms (newsletters, intranet submissions) and key China specific external networks (e.g Alumni, Leading Lights, China Now).
- Support the creation of digital stories for country intranet and StoryPort.

### Media relations

- To proactively develop, manage and leverage key media relationships for the British Council in China – with a focus on East and South China.
- To identify and prioritise media outlets in China; and to develop a relationship plan identifying responsibilities for engaging with each outlet.
- Develop key media briefing materials, including briefing documents, press releases and press kits.
- Plan and manage key media events such as receptions and press conferences.
- Manage media participation at British Council events.
- Prepare comprehensive and timely responses to media enquiries.

- Provide advice and guidance on standard operating procedures to SBUs on managing relationships with media outlets for which they have responsibility.
- Assist project teams in developing appropriate competencies in media relations.

### **Brand management**

- Proactively manage the British Council brand in China, providing internal training to colleagues on the brand and ensuring brand compliance across our communication channels.
- Ensure the consistent use and promotion of the British Council brand in China (including, for example, brand framework, values, behaviours, processes, visual identity standards, messaging and tone of voice).

### **Other responsibilities and main duties**

- Assist the Internal Communications Manager– supporting the production and distribution of SBU newsletters and contributing input to the China All Staff Newsletter.
- Budgeting, controlling and reporting according to British Council standards.
- Report on risk as part of the British Council’s risk management framework and manage and report on information as per the British Council’s Information Knowledge Management standards.
- Ensure accurate recording of all new media partnership and business contacts in the CRM system and manage accounts as agreed with the Senior Communications Manager (External), China.
- Ensure all duties are delivered in line with the British Council’s policy on Equal Opportunity and Diversity and EOD is taken into account when planning and delivering activity.
- Ensure all duties are delivered in line with the British Council’s policy on Child Protection and Equality, Diversity and Inclusion, and that this is taken into account when planning and delivering activity
- Manage information created and received in compliance with the British Council’s information management standards, policies, the UK data protection principles and local legislation.
- Any other duties as deemed necessary by Head of Communications, China and Senior Communications Manager (External), China

## **Key relationships**

### **Internal**

- Country Director China
- Head of Communications China
- Senior Communications Manager (External)
- Area Directors (China)
- SBU Directors (China)
- China Corporate Communications Team
- Counterparts in the UK and East Asia Region

### **External**

- Editors
- Journalists
- Agencies
- Government Partners
- Programme Partners
- Embassy and Consulate Communications Teams

## **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. For applicants not currently living and working in this country please note that stringent visa restrictions apply in China.	<i>Shortlisting</i>
<b>Direct contact or managing staff working with children?</b>	No	<i>n/a</i>
<b>Notes</b>	Occasional national and international travel and unsocial/evening hours working	
Person Specification:		Assessment stage
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Relevant degree e.g. communications, journalism, marketing, or equivalent level of experience		<i>Shortlisting</i>
Role specific knowledge & experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>• Considerable experience in creating communications campaigns for different audiences across different platforms</li> <li>• Demonstrable experience in working in a matrix situation with multiple stakeholders and deadlines</li> <li>• Demonstrable experience in managing social media campaigns</li> <li>• Experience in event management leadership</li> <li>• Excellent written and spoken English and Chinese language skills <ul style="list-style-type: none"> <li>• English C1 (Aptis, IELTS 7 or equivalent)</li> <li>• Chinese B1 (HSK 5 or equivalent)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Experience in a global organisation</li> <li>• Experience in managing communication campaigns across sectors, products and services including promoting messages relating to value propositions</li> </ul>	<i>Shortlisting</i>
Role specific skills		<i>Assessment Stage</i>
<b>Government Communication Service Professional Competency Framework</b>		<i>Shortlisting AND Interview</i>

**Insight (Level 2)**

- Review existing sources of insight (including previous communication activity) to understand the overall context for communication and audience influences/influencers.
- Use insight to identify target audiences and partners, support decision making and help inform the overall communication approach.
- Demonstrate an understanding of the communication objectives and how these support the British Council’s business objectives.

**Ideas (Level 3)**

- Demonstrate flexible, creative thinking. Test and refine ideas to develop innovative solutions.
- Confirm segmentation to ensure audiences are targeted effectively.
- Ensure the most appropriate and cost-effective channels mix and maximise the potential of digital channels.
- Develop plans, considering resources and budgets. Identify risks and plan mitigating actions.
- Embed evaluation and tracking into communication strategies. Determine evaluation criteria and consider how to assess the impact of communication.

**Implementation (Level 3)**

- Communicate using appropriate styles, methods and timing, including digital channels, to maximise understanding and impact.
- Establish relationships with a range of stakeholders to support delivery of business outcomes.
- Demonstrate strong written communication skills.
- Provide advice and guidance to colleagues on writing clearly for target audiences.

**Impact (Level 3)**

- Have responsibility for managing communication strategies, projects and teams.
- Analyse evidence to assess effectiveness of communication and identify lessons learned.

**British Council Core Skills**

**Assessment Stage**

**Managing Project (Level 2) Analyses project data**

Examines project data and performance, reporting on progress and recommending corrective action as needed.

**Communicating and Influencing (Level 2) Relates communications to circumstances**

Displays good listening, writing and speaking skills, setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.

**Planning and Organising (Level 2) Plans ahead**

*Shortlisting AND Interview*

<p>Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> <p><b>Using technology – (Level 2) Operates as an advanced user</b> Works as an advanced practitioner in the use of office software and/or British Council standard and social media platforms and trains or coaches others in their use.</p> <p><b>Managing risks (Level 1) - Follows good practices</b> Demonstrates understanding of risk management policies and procedures and record of following them.</p>	
<p><b>British Council Behaviours</b></p>	<p><b>Assessment Stage</b></p>
<p><b>Working together</b> (more demanding) Ensuring that others benefit as well as me</p> <p><b>Connecting with others</b> (more demanding) Actively appreciating the needs and concerns of myself and others</p> <p><b>Making it happen</b> (more demanding) Challenging myself and others</p> <p><i>These behaviours will not be assessed at interview but will be used for shortlisting and performance management:</i></p> <p><b>Shaping the future</b> (Essential) <b>Being accountable</b> (Essential) <b>Creating shared purpose</b> (Essential)</p>	<p><i>Interview</i></p>
<p><b>Prepared by</b></p>	<p><b>Date</b></p>
<p>Ingrid Leary, updated by Anna Rajah</p>	<p>11 January 2019</p>