

## Role Title

Head of Education and Society Israel

## Role Information

Role	Pay Band	Location	Duration	Reports to:
Head of Education and Society	7/F	Tel Aviv	Two years	Director Israel

## Role purpose

To develop, deliver and evaluate a strategy and sustainability plan for higher education and science in Israel that strengthens bilateral relationships, increases the UK's soft power and builds capacity in neighboring countries in accordance with wider regional, Strategic Business Unit (SBU) and corporate priorities

## 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. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

## Geopolitical/SBU/Function overview:

The British Council has been operating in Israel since 1950 and Israel and the UK are important partners in science and higher education. Both the UK and Israel excel in science and there is a clear appetite from universities, researchers and government stakeholders for strong collaboration in higher education and science. Building deep and long-term partnerships and scientific collaboration between the UK and Israel is a priority area for the British Council.

Our flagship programme is **BIRAX** (the Britain Israel Research and Academic Exchange Partnership). The BIRAX Regenerative Medicine Initiative, launched in 2011, is a £10 million initiative which facilitates British-Israeli scientific research collaborations in the field of regenerative medicine – a multidisciplinary field in which both countries excel. So far, £7 million has been committed to facilitate the launch of two calls for research proposals and research grants have been awarded to 29 labs working together on 15 world class bi-lateral three year collaborative research projects representing the best of British and Israeli science. These collaborations resulted in a number of publications including articles in Nature and Cell, and presentations in leading workshops and conferences around the world. The results of the third call for research proposals will be announced in the Autumn.

A major focus now is to design and implement the next 3-5 year phase of BIRAX focussed on

Ageing. This presents an opportunity for further innovative world-leading bilateral research in a field where real expertise is held by both nations and that holds the potential to benefit the lives of millions. Cross-border science co-operation with Middle East and North Africa is also an important area of work, and there may be opportunity to build on the STREAM (trilateral water research) programme

More widely there are opportunities and programmes to bring UK and Israeli institutions and researchers together. This year over one thousand researchers and academics will be engaged in a variety of symposia, fellowships and mobility projects funded by a variety of partners within priority areas of academic activity for the UK and Israel. In this work the British Council in Israel works very closely with the Science and Innovation Network at the British Embassy. There are significant further opportunities, where appropriate funding can be found, for further institutional links between the UK and Israel and sharing expertise between the two countries in higher education and science.

### **Main opportunities/challenges for this role:**

- Major contribution to the development of a strategy for science, innovation and technology co-operation between Israel and the UK. There is an opportunity to build strong relationships with Her Majesty's Government partners and bring them together to understand priorities and interests and support the development of an overarching UK strategy for Israel in science, innovation and tech.
- Strategic design, development and implementation of a coherent and clearly articulated programme in higher education and science, reaching large audiences, bringing proven benefits to the UK, Israel and third countries and securing the funding to achieve this. This will include the development of the next £7 million phase of BIRAX and ensuring its successful implementation to the satisfaction of all stakeholders; development of the British Council's cross-border work in science in partnership with the Science and Innovation Network; building breadth as well as depth of co-operation and raising awareness of the attractiveness of the UK as a study destination.
- Developing sustainable business models for delivering the Education programme, including identifying, attracting and managing new and existing partners and clients and attracting funding from corporates, trusts and foundations for BIRAX and other programmes. Ensuring that financial management of all Education programmes is in line with audit/corporate requirements, and effective monitoring and evaluation of the programme is planned and implemented to provide strong evidence of success.
- Leading and motivating the team and working closely with HMG colleagues such as Science and Innovation Network, Department of International Trade and others
- Telling our story better – increasing the volume, quality and visibility of external and internal communications about our education programme

### **Main Accountabilities:**

#### Strategy & planning

- Lead on the delivery of the Education & Society programme and be accountable for ensuring it delivers impact and meets financial and audience targets
- Lead on programme planning and development, ensuring an appropriate balance is struck between country/ regional/SBU priorities and market opportunities.

- As a senior Education professional in the region, contribute to the development of the Wider Europe regional strategy, aligned with wider corporate priorities and targets, ensuring the British Council maximises local market opportunities to deliver optimal cultural relations impact in a financially sustainable way.

#### Market building & brand positioning

- Ensure that the programme brings benefit to, and reflects the diversity of, the UK higher education and science sector
- Build and maintain excellent knowledge networks and relationships across the UK and Israel education and science sectors, to enable the development of market opportunities and partnerships that will deliver the British Council's cultural relations and financial objectives.
- Track and monitor a range of market, partner and competitor data, to inform the development of new services, client groups and ways of working (in-country, regionally and globally) that will maintain and build the British Council's reputation and profile in the medium-term.
- Define the communications strategy for the Israel Education and Society plan, and ensure its effective implementation, to build brand consistency, quality and visibility across multiple customer segments, localities and stakeholders.

#### Relationship, stakeholder and key account management

- Identify, cultivate and manage high-level, strategic alliances with key partners, clients and stakeholders to ensure achievement of British Council education and society objectives within Israel.
- Lead the planning, coordination and delegation of appropriate account management responsibilities and targets to colleagues across Israel in order to support effective business development, pipeline planning, income generation and partner cultivation.
- Contribute to effective management of senior UK stakeholders in the UK Department of Business, Energy and Industrial Strategy and the Foreign and Commonwealth Office through regular liaison with regional Business Director Education and Society and UK key account managers
- Build and maintain excellent relationships with internal partners and stakeholders, to ensure effective, integrated and joined-up delivery of agreed business objectives.

#### Operational management

- Negotiate with country-based, regional and SBU colleagues to agree optimal resource allocation, organisational structures and staff deployment to enable effective and profitable achievement of the Israel arts plan.
- Monitor and review the performance against plan, taking remedial action where required, to ensure achievement of agreed financial and performance targets.
- Provide regular reports on performance of the Education & Society business, to enable effective decision-making and planning at country, regional and SBU levels.

### Leadership & management

- Develop, motivate and manage the performance of the Israel Education team, to ensure it creates the right climate to achieve its objectives.
- Articulate a clear and compelling vision for Education work in Israel, to ensure that all staff have clarity about medium-term strategy and direction, and are committed to achieving a set of shared goals.
- As a member of the Education and Society senior team in the region, participate in regional meetings and initiatives, sharing good practice and learning from others.
- Represent the British Council and its education and society work in Israel at conferences and events
- Ensure safeguarding and guidelines are applied in line with standards and policy for the following areas:
  - Child protection
  - Health and safety
  - Environmental Framework
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### Key Relationships:

#### **Internal**

- *British Council regional and UK science and higher education teams*
- *Embassy Science and Innovation (SIN) team*

#### **External**

- *UK and Israel government departments*
- *Universities in the UK and Israel*
- *BIRAX project board and recipients*
- *Education programme partners*
- *Funding partners – Foundations, Medical Research Charities, Industry*

### Role requirements:

Threshold requirements:		Assessment stage
Diplomatic status	Non -diplomatic post	
Passport requirements/ right to work in country	The right to live and work in Israel	Shortlisting
Notes	Some travel within Israel, to the UK and to other countries in the Wider Europe region	Shortlisting
Person specification:		Assessment stage
Language requirements		

<i>Minimum / essential</i>	<i>Desirable</i>	<b>Assessment stage</b>
English & Hebrew		Shortlisting
<b>Job specific knowledge &amp; experience</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<b>Assessment stage</b>
<ul style="list-style-type: none"> <li>▪ Experience of project design and management at a senior level</li> <li>▪ Experience of project management including monitoring and evaluation and risk assessment</li> <li>▪ Understanding of the higher education and research sector in Israel and the UK</li> <li>▪ Experience of managing senior internal and external stakeholders in complex environments</li> <li>▪ Excellent written and oral communication skills</li> <li>▪ Experience of working with a diverse team</li> </ul>	<ul style="list-style-type: none"> <li>▪ Previous experience of working with the UK</li> <li>▪ Experience of working with Scorecard and SAP</li> </ul>	Shortlisting
<b>British Council core skills</b>		<b>Assessment stage</b>
<p><b>Managing projects – Level 4</b>  <i>Leads larger projects</i> - for 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>		Shortlisting AND interview
<p><b>Communicating and influencing – Level 4</b>  <i>Uses a range of influencing techniques</i> - 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>		Shortlisting AND interview
<p><b>Managing finance and resources – Level 4</b>  <i>Plans and deploys resources</i> - 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>		Shortlisting AND interview
<p><b>Managing accounts and partnerships – Level 5</b>  <i>Shapes strategic relationships</i> - sets overall direction for the formation and management of strategic relationships, collaborations and contracts with stakeholder, customers and partners in a significant market.</p>		Shortlisting AND interview
<b>Developing business - Level 4</b>		

<p><i>Leads business development</i> - 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><i>Shortlisting AND interview</i></p>
<p><b>British Council behaviours</b></p>	<p><b>Assessment stage</b></p>
<p><b>Connecting with others (more demanding):</b> Building trust and understanding with people who have very different views</p>	<p><i>Interview</i></p>
<p><b>Creating shared purpose (more demanding):</b> Inspiring others to want to take a specific role as part of a shared purpose</p>	<p><i>Interview</i></p>
<p><b>Being accountable (more demanding):</b> Showing real dedication to the long-term mission of the British Council or the team</p>	<p><i>Interview</i></p>
<p><b>Making it happen (more demanding):</b> Achieving stretching results when faced by change, uncertainty or major obstacles</p>	<p><i>Interview</i></p>
<p><b>Shaping the future (more demanding):</b> Changing the nature of what we do and the benefits we gain by thinking and planning with creativity</p>	<p><i>Performance management</i></p>
<p><b>Working together (more demanding):</b> Creating the environment in which others who have different aims can work together</p>	<p><i>Performance management only</i></p>
<p><b>Prepared by:</b></p>	<p><b>Date</b></p>
<p><b>Christian Duncumb, Director Israel</b></p>	<p><i>June 2017</i></p>