

Role Title

Education Mobility Officer - Internship

Role Information

| Role Type | Pay Band | Location | Duration | Reports to: |
|------------|------------|----------------|----------|--------------------------|
| Internship | 5 (Intern) | Beijing, China | 6 Months | Head of Outward Mobility |

Role purpose

Our corporate internship programme provides under-graduates and graduates with a unique opportunity to gain on-the-job experience to support their learning and formal studies as well as providing real professional experience and contacts for the future. Interns will be placed in a business team of professional interest to them and will be required to deliver a specific piece of work. This piece of work will provide the interns with good experience in delivering a meaningful project which has value to the British Council and will allow them insight into our business.

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.

Geopolitical/SBU/Function overview:

In China the British Council operates across five offices: Beijing, Shanghai, Guangzhou, Chongqing and Wuhan. We employ over 750 staff across the country.

The Education team comprises of staff whose skill and experience are drawn from all five offices across China. The team develops and delivers innovative education programmes and projects which aim to create economic growth and benefit to the UK in the long term.

Main Accountabilities:

1. Main duties

The intern will be expected to provide effective and efficient support on the following key

programmes under China Education Business Strategic (SBU) during the internship period.

- **Outward Mobility campaign**, this is a British Council flagship programme aiming to see 80,000 UK students participate in academic study or work experience programmes in China between 2013 and 2020. It works with governments, academic institutions, industry and commerce in both China and the UK. The objective is to help create as wide a range of opportunities as possible, to help our young people develop and experience a far more global view.

There are currently three key strands to our outward mobility work:

- B2B (Exhibitions and Partnerships)
- B2C (Direct Programme Management)
- B2C (Promotion and Legacy)

The intern will be responsible for:

- Supporting on Marketing & Promotion campaigns for Generation UK
- Content development
- Helping to manage the Generation UK Mailbox (support for UK students interested in coming to/already in China)
- Generation UK – China Alumni Network maintenance and engagement
- Application assessment for Generation UK programmes
- Maintenance of Generation UK website

- **Inward Mobility** promotes UK's learning opportunities to Chinese students, aiming to attract more international students to the UK and in the long-term nurturing long lasting relationships between the two countries. The "Study UK, Discover You" campaign serves as an umbrella campaign for UK education and training products and services. Through "Study UK", British Council aims to work with our partners to project the opportunities that UK education has to offer – for students and for the UK economy alike. The brand underpins all our education marketing campaign to promote and position the UK as the preferred study destination and international education partner of choice.

The intern will be responsible for:

- Supporting on marketing campaigns for Study UK
- Attending and giving presentations at education agents' and international schools' events
- Content development
- Maintenance of the Study UK website

2. Team Membership

- Take active part of team, involved in team meetings and team initiatives
- Actively contribute to cross-functional working parties
- Proactively contribute to team planning, monitoring and review activities
- Support relationships with internal and external stakeholders in ways that enhances the British Council's reputation
- Support the team to identify and utilise / resolve: successes, learning, problems and areas for change and improvement
- Proactively seek to understand the interdependencies and connections between Education teams

3. Continuous Professional Development and Performance Management

- Support and champion continuous learning and professional development in all areas of partnership and business development work and share best practice and learning across the wider organisation
- Actively contribute to partnership and business development team being recognised as a centre of excellence
- Actively contribute to own performance planning, management and review processes
- To ensure all duties are delivered in line with the British Council's policy on Child Protection and Equality, Diversity and Inclusion, and these 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.

Key Relationships:

Internal

- Area Directorate, Strategic Business Unit leads and Project Managers, counterparts in the UK

External

Partners, Sponsors, Clients, Vendors

Role Requirements:

| Threshold requirements: | | Assessment stage |
|--|---|-------------------------|
| Passport requirements/ Right to work in country | Only UK passport holders will be considered due to the diplomatic status of the organization. | Shortlisting |
| Direct contact or managing staff working with children? | No | N/a |
| Notes | DBS checks or local equivalent required | |
| Person Specification: | | Assessment stage |
| Language requirements (DELETE IF NOT APPROPRIATE) | | |
| <i>Essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| ▪ English at Proficiency Level C2 | Chinese at Proficiency Level B1 | Shortlisting |
| Qualifications | | |
| <i>Essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| <ul style="list-style-type: none"> ▪ Must have gained or be working towards a 2:1 degree ▪ Must be in at least your second year of University ▪ If you have already obtained your degree you must have graduated within the last two years (2017 onwards) | <i>Degree in Chinese/East Asian Studies or related disciplines</i> | Shortlisting |

| Role Specific Knowledge & Experience | | |
|---|--|--|
| <i>Essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| English C2 (IELTS 8.5 or higher) including the ability to conceive, develop and produce effective written material for marketing collateral (experience in student journalism would be an advantage) | Chinese B1 (HSK 3/4 or equivalent) – Good command of spoken and written Chinese Prior study exchange or work experience in China | Shortlisting and interview |
| Role Specific Skills | | |
| <i>Essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| Understanding of international mobility programmes for UK students overseas, including China and Asia; Excellent written and verbal communication skills; Good interpersonal skills, able to work cooperatively and effectively with other team members and project stakeholders; | Marketing experience and/or experience in delivering marketing projects with clear results; Strong understanding of social media for UK-facing audiences Knowledge of latest trends and issues on International Education; | Shortlisting and interview |
| British Council Core Skills | | <i>Assessment Stage</i> |
| <p>Managing Projects – Level 2 Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Communicating and Influencing – Level 1 Listens to others and expresses self clearly, with grammatical accuracy and awareness of a diverse audience in speaking and writing.</p> <p>Planning and Organising – Level 2 Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> | | <i>Shortlisting and/or Interview</i> |
| British Council Behaviours | | <i>Assessment Stage</i> |
| <p>Behaviours assessed during interview stage of recruitment process</p> <ol style="list-style-type: none"> 1. Being Accountable - More demanding 2. Working Together - More demanding 3. Making it Happen – Essential <p>Behaviours not assessed during recruitment process</p> <ol style="list-style-type: none"> 4. Connecting with others - Essential 5. Shaping the Future - Essential 6. Creating Shared Purpose -Essential | | <p><i>Interview</i></p> <p><i>The position holder will be required to demonstrate <u>all six behaviours</u>, on the job. These will be assessed during year end performance evaluations.</i></p> |

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| Prepared by: | Date: |
| Nishat Ali, Head of Outward Mobility | March 2019 |