

## Role Title

Arts Manager, Ethiopia

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Business Delivery	6/G	Ethiopia	2 Years	Deputy Director Ethiopia

## Role purpose

The Arts Manager will support Head of Arts Kenya and East Africa, Deputy Director Ethiopia, and the wider British Council team, to deliver an engaging Ethiopian arts programme that works within British Council's East Africa Arts programme and builds knowledge and understanding between the UK and Ethiopia.

## 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:

East Africa is one of the UK's top priority regions for international engagement and is central to our programme of arts work in sub-Saharan Africa. In recognition of this, we have established an **East Africa Arts programme** of engagement through the arts, where Ethiopia is one of the countries of activity.

East Africa Arts is the British Council's framework for working between Kenya, Ethiopia, Rwanda, South Sudan, Sudan, Tanzania, Uganda and the UK. Working predominantly with 18 – 35 year olds, the programme aims to shift perceptions of these regions by: connecting new audiences to new art; sharing skills and knowledge of creatives; and igniting partnerships between the creative sectors of the UK and the East African region.

East Africa Arts consists of three programmes:

- *new Art new Audiences* (nAnA): an annual Open Call across East Africa and the UK for

cultural partners to create new art to showcase to new audiences in the UK and East Africa;

- Creative Hustles: a series of skills and networking events across East Africa, which share creative knowledge between 18-35 year olds. As part of this programme, we work upon the European Union Film Festival and develop projects with European Union National Institutes for Culture in country;
- \_in Motion: travel grants supporting the movement of creatives and the building of partnerships across East Africa.

Working with Head of Arts Kenya and East Africa and Deputy Director Ethiopia, the Arts Manager will plan, manage, deliver and monitor, a compelling arts programme in Ethiopia that is in line with our strategy in East Africa and the sub-Saharan Africa region.

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

This role is expected to make a major contribution to the successful delivery of the British Council's East Africa Arts programme, as well as clearly deliver and communicate the impact of East Africa Arts in Ethiopia and to the British Council Ethiopia.

The Arts Manager Ethiopia reports to Deputy Director Ethiopia whilst working closely with Head of Arts Kenya and East Africa. Head of Arts Kenya and East Africa provides the deliverables and programmatic support for Arts Manager Ethiopia.

Arts Manager Ethiopia is expected to focus strategy and time predominantly in Ethiopia but will have some key responsibilities across the East Africa cluster based on their specific skills and experience.

#### Organogram

- Line Manager: Deputy Director Ethiopia
- Deliverables: Head of Arts Kenya and East Africa

#### Main Accountabilities:

##### **Project Management:**

- Work with Head of Arts Kenya and East Africa, Deputy Director Ethiopia, and the British Council's UK arts advisors to plan, deliver and monitor, and evaluate the East Africa Arts programme in Ethiopia;
- Manage activities to agreed timelines, budget and performance indicators;
- Oversee the creation and management of contracts for Ethiopian stakeholder groups;
- Work with multimedia partners to document and communicate all arts activities widely both online and in print;
- Identify and record Ethiopian cultural partners for the British Council to engage with through the East Africa Arts programme;
- Maintain strong connections with Ethiopia's creative sector, and work with the Head of Arts Kenya and East Africa and Deputy Director Ethiopia to broker relations between the UK and Ethiopian art sectors;
- Support British Council's cultural partners to deliver East Africa Arts projects in Ethiopia and in communication with the UK and East African art sectors;
- Work with Head of Arts Kenya and East Africa to secure and manage monetary and in-kind sponsorship for Ethiopian East Africa Arts activity;
- Manage, communicate and coordinate with key cultural, media and financial stakeholder groups in Ethiopia;

- Strengthen the British Council’s position as the key organisation for international collaboration between Ethiopia and the UK.

#### Communications:

- Reach new audiences for the East Africa Arts programme through the delivery of digital and print communication strategies in Ethiopia;
- Establish audiences for the East Africa Arts programme through British Council Ethiopia Facebook and Twitter page;
- Manage Ethiopian digital arts content and ensure content is well communicated across East Africa Arts social media and press channels;
- Communicate with Head of Arts Kenya and East Africa and the British Council UK communications team to ensure East Africa Arts is well represented and reaching new UK audiences;
- Generate and edit press releases for Ethiopia’s East Africa Arts programme;
- Develop and maintain relationships with Ethiopian media/journalists/communicators;
- Identify new media partners to maximise the reach and promotion of the Ethiopian and East Africa Arts programme;
- Review, summarise and archive, online and printed press highlighting and related to East Africa Arts.

#### Equality, diversity and inclusion and Child Protection standards:

- Support Head of Arts Kenya and East Africa, and Deputy Director Ethiopia, to ensure project delivery and activity reflect British Council EDI policy;
- Ensure that child protection policy and standards are followed and maintained for all relevant projects.

#### Key Relationships:

- Country Director, Ethiopia
- Head of Arts Kenya and East Africa;
- Deputy Director Ethiopia;
- British Council UK Arts advisors;
- East Africa Arts managers;
- Stakeholders and practitioners across the arts sector in Ethiopia;
- Relevant arts media/journalists/communicators;
- Colleagues in British Council Ethiopia.

#### Role Requirements:

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	All applicants should have a pre-existing legal status to live and work in Ethiopia. The British Council will not facilitate/sponsor visa applications and work permits.	Shortlisting
<b>Direct contact or managing staff working with children?</b>	No	N/a
<b>Notes</b>	Some travel and evening working within Ethiopia; Regular attendance at evening and weekend events.	
Person Specification:		Assessment stage

<b>Language requirements (DELETE IF NOT APPROPRIATE)</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>English at Proficiency Level</li> </ul>		Shortlisting
<b>Qualifications</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>Bachelor's Degree in the arts.</li> </ul>		Shortlisting
<b>Role Specific Knowledge &amp; Experience</b>		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>At least three years' recent professional experience managing and producing projects in the cultural sector (as per role profile).</li> <li>Experience of working in a team to ensure significant impact through successful outcomes from cultural programmes.</li> </ul>		Shortlisting
<b>Role Specific Skills (if any)</b>		<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>Good knowledge and use of social media for the promotion of cultural activities;</li> <li>Strong organisational skills and attention to detail;</li> <li>Ability to work effectively with tight deadlines;</li> <li>Ability to work independently and as part of a small team.</li> </ul>		Shortlisting AND Interview
<b>British Council Core Skills</b>		<i>Assessment Stage</i>
<p><b>Communicating and Influencing (Level 2)</b> 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</p> <p><b>Managing Projects (Level 2)</b> Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p><b>Finance and Resource Management (Level 2)</b> Uses financial systems and processes appropriately as part of the job and on behalf of a team.</p> <p><b>Managing risk (Level 1)</b></p> <p><b>Commercial and business development (Level 2)</b></p> <p>-----</p> <p><b>Planning and organising (Level 2)</b> 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>Account and Partnership Management (Level 2)</b> Communicates regularly with diverse stakeholders, customers and/or</p>		Shortlisting AND Interview

partners to build mutual understanding and trust.	
<b>British Council Behaviours</b>	<b>Assessment Stage</b>
<p><b>Connecting with Others</b> (essential) Making regular opportunities to understand others better.</p> <p><b>Making it Happen</b> (more demanding) Delivering clear results for the British Council.</p> <p>-----</p> <p><b>Shaping the Future</b> (essential) Exploring ways in which we can add more value</p> <p><b>Being Accountable</b> (more demanding) Challenging myself and others to deliver and measure better results.</p>	<i>Interview</i>
<b>Prepared by:</b>	<b>Date:</b>
Rocca Gutteridge Head of Arts Kenya and East Africa	18 <sup>th</sup> January 2019