

**Role Title**

Ref no- 18/09/254

**Head of Cultural Centre**

**Role Information**

Role Type	Pay Band	Location	Duration	Reports to:
Full time	7	Dhaka	Indefinite	Deputy Director

**Role purpose**

To lead the ongoing transformation of the British Council Cultural Centre Dhaka to meet the changing needs of British Council’s primary customers in the digital age

To lead in the development of a Cultural programme within the Centre which is contemporary and relevant to the British Council’s priorities in Bangladesh while attracting existing and new audiences.

**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.

**Overview of Business Unit/Function:**

The Cultural Centre is the heart of the British Council in Dhaka. It is a key representation of the brand in Bangladesh, given many stakeholders are current and former members. Being also located in the heart of Dhaka University, it is a central place for students to meet, one of our primary audiences. Up to 1000 customers walk through the doors of the Cultural Centre on any given day

The Cultural Centre comprises of a library, including a section specifically for Young Learners, a fully equipped auditorium designed for hosting live events, as well as a café in partnership with Just Juice. There is also an outdoor patio and garden for outdoor events in the winter months. Members also have access to quiet areas to prepare for upcoming exams in as well as a newly launched online library, which includes a range of international newspapers and magazines, such as the Economist, as well as a selection of films and audiobooks.

## Main opportunities/challenges for this role:

- **Programming:** As part of the Cultural Centre transformation, this will be great opportunity for the postholder to refresh and work across the office to develop a programme which meets the needs of our customers and key stakeholders
- **Redesign of space:** To provide a range of services for our members, we are looking to redefine the space and our approach to maximising a range of services for our members
- **Digital First:** Develop an offer which meets a digital first society within the confines of the Cultural Centre, but also being able to reach members outside of the Fuller Road premises

## Main Accountabilities:

### Business Delivery

- Plans, directs and controls activities for the Cultural Centre ensuring that Cultural Centre operations run smoothly and in compliance with British Council systems and standards.
- Design and Develop a programme of events for the Cultural Centre.
- Developing strategy in support with the country strategy; agreeing and meeting financial targets.
- Partner with the Teaching Centre and Exams business units in order to maximise commercial opportunities.

### Customers & Stakeholders

- Lead a team to redesign the Cultural Centre to meet the needs of customers in the 21<sup>st</sup> Century while balancing commercial and operational needs.
- Maintains effective communication with identified internal and/or external partners.
- Represents the British Council to external stakeholders in their area and maintains a high external profile and positive reputation for the British Council brand and programme.
- Proactively engages with the external context in a systematic manner and fosters a personal profile which embodies the British Council values of professionalism, creativity, mutuality, integrity and value for people.

### Compliance & Reporting

- Responsible for the effective management of centre budgets against planned targets, and in accordance with British Council financial standards.
- Interprets, plans and implements diverse financial and reporting tools to ensure project delivery in compliance with BC systems and standards.

### Leadership & Management

- Work with the Cultural Centre Manager and the rest of your team to grow membership of the Cultural Centre.
- Identifies requirements and recommends training and development provision to build improved operational capability within the team.
- Establishes and secures team member adherence to performance expectations and standards.

## Key Relationships:

### Internal

- **Heads of Programmes**
- **Exams Leadership**
- **Teaching Centre Leadership**
- **Country Directorate**
- **Director Marketing and Communications**

### External

- **Cultural Centre Members**
- **Event Partners**
- **Event Vendors**

## Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Right to work in Bangladesh	Shortlisting
Direct contact or managing staff working with children?	Yes	N/a
Notes		
Person Specification:		Assessment stage
Language requirements		
Essential	Desirable	Assessment Stage
English: IELTS 7 or equivalent Bangla: Fluent speaker		Shortlisting
Qualifications		
Essential	Desirable	Assessment Stage
Bachelor's Degree		Shortlisting
Role Specific Knowledge & Experience		
Essential	Desirable	Assessment Stage
<b>Event Management:</b> 5+ Years in designing and managing events	<b>Creative Industry/Arts:</b> 5+ Years in the Creative Industries or Arts sector	Shortlisting and/or interview
<b>Child Protection:</b> Ability to work in a way that promotes the safety and wellbeing of children. Experience of working with children.	<b>Collaborative/Co-working spaces:</b> Experience of working in or managing a collaborative/co-working space	
Role Specific Skills		
Essential	Desirable	Assessment Stage
<b>Project Management:</b> Experience of Applied Project Management Practices and Frameworks	<b>Digital Services:</b> Experience working in digital services	Shortlisting and/or Interview
<b>Team Management:</b> 3+ years' experience in leading and managing a team	<b>Entrepreneurship:</b> Demonstration of setting up ones own initiative, with clear measurement of its success or failure	

British Council Core Skills	Assessment Stage
<p><b>Managing accounts and partnerships (Level 3)</b> Builds account teams: Identifies and deploys teams of Council staff whose attributes match the stakeholder/customer/partner's needs, and adapting proposals to accommodate the needs of the other party</p> <p><b>Planning and organising (Level 3)</b> Develops annual plans: Develops and reviews the implementation of annual plans for a work group or function, taking account of business and customer requirements and reconciling competing demands.</p> <p><b>Communicating and influencing (Level 3)</b> Is creative and adaptable in communications: Able to use a range of non-standard and creative approaches to inform, and persuade others, extending beyond logical argument to influence decisions and actions in a way which is inclusive and engaging.</p> <p><b>Managing people (Level 3)</b> Manages a team: Provides full line management to a team where all members are working in a similar area of expertise or business. Scope includes planning, setting objectives, role modeling an inclusive culture, recruitment, development and performance management.</p>	<p><i>Shortlisting and/or Interview</i></p>
British Council Behaviours	Assessment Stage
<p><b>Making It happen – most demanding</b> Achieving stretching results when faced by change, uncertainty or major obstacles</p> <p><b>Working together – most demanding</b> Creating the environment in which others who have different aims can work together</p> <p><b>Shaping the future – most demanding</b> Changing the nature of what we do and the benefits we gain by thinking and planning with creativity</p> <p><b>Creating shared purpose – more demanding</b> Creating energy and clarity so that people want to work purposefully together</p> <p><b>Being accountable – more demanding</b> Putting the needs of the team or British Council ahead of my own</p>	<p><i>Shortlisting and/or Interview</i></p>
Prepared by:	Date:
Andrew Newton	03/09/2018

*“The British Council believes that all children have potential and that every child matters - everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989”*

*“The British Council is committed to a policy of equal opportunity. Our policy aims to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, age, disability, ethnicity, religion or marital status. We guarantee an interview to disabled candidates who meet the essential criteria”*