

DIRECTOR ARTS CHINA

This role will provide leadership and overall direction for the delivery of British Council's Arts strategy for China. Cultural connections are strong and growing and are at the heart of the relationship between China and the UK. China has the single largest country arts programme in the British Council global network.

The Director Arts will develop, drive, implement, articulate and evaluate a high-quality arts programme in China working with a geographically dispersed team and with partners demonstrating lasting value and benefit both for China and the UK.

This role is based in Beijing (non-negotiable), will have diplomatic status and will have accountability for the implementation of government to government agreements which are designed and delivered by the British Council.

Central to the role is partnership building, reflecting the priorities of the wider sector and co-creating compelling programmes which inspire millions of people to participate in our work and ensure that China is a leading innovator across the British Council global network. Collaborative working is essential for the British Council and the post-holder will be responsible for identifying, generating and managing these relationships. Securing additional funding and in-kind support from partners is critical for full programme impact.

The programme should position British Council China as a global lead on the use of digital technologies to bring the arts to global audiences.

The key challenges for the arts programme China are: to maintain a balanced portfolio, develop a relevant, market oriented programme, build up stronger internal capacity for partnership development with corporate sector and foundations, expand the digital communication offer for the Arts and ensure effective succession planning for the wider team.

The post-holder is part of the British Council China's strategic leadership team and the regional arts leadership team and works closely with Arts, Education and Society colleagues in China, the region and in the UK to ensure the quality and impact of the programme. Robust planning, delivery and evaluation will be central to this.

Role Information

Role	Pay Band	Location	Duration	Reports to:
Director Arts, China	Senior Management & Professionals Pay Band	Beijing	2 years (plus one-year extension by mutual agreement)	Director China

Role purpose

To provide leadership to British Council arts teams across China, and working together to develop, implement, articulate and evaluate high-quality arts programmes connected to British Council's mission and strategy – working with diverse cultural sectors in China and the UK, ensuring strong partnership and impact. Ensure alignment with wider Arts, Education and Society (AES) strategy and planning.

Geopolitical/Strategic Business Unit/Function overview:

The British Council was founded to create 'a friendly knowledge and understanding' between the people of the UK and wider world by making a positive contribution to the countries we work with, and in doing so making a lasting difference to the UK's international standing, prosperity and security. Our cultural engagement programmes are wide-ranging and cover the arts, education, English, science and society.

British Council China:

The British Council has had a presence in China since 1943, and since 1979, has operated as the Culture and Education Section of the British Embassy and Consulate-Generals in Beijing, Shanghai, Guangzhou and Chongqing.

British Council arts 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 other key stakeholders. With 18 different government departments and agencies represented in the Embassy family, a collegiate and convening approach to business planning and shared understanding of context and strategic drivers is important.

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; and 600,000 alumni from the UK back in China.
- One billion people reached and influenced through our 2015 Year of Cultural Exchange and 2016 Shakespeare Lives campaigns.

British Council's Arts Work in China:

By 2020, as China rebalances its economy towards greater consumption and addresses the needs and expectations of a growing middle class, the cultural industries are projected to constitute 5% of China's GDP. China remains one of most important markets for UK creative exports across all art forms and increasingly in digital and content.

The Creative Industries have been identified as a priority in the new released Industrial Strategy and the UK's ambition is to increase global exports: delivering a 50 per cent increase in reported creative industries exports by 2023. We are closely engaged with DCMS and DIT colleagues in their international ambitions to support industry-led alliances in high-growth markets, enhance impact of major overseas projects for the creative industries and highlight UK centres of creative excellence (as originally identified in the UK Creative Industries: International Strategy).

Our strategy, working closely with HMG, devolved administrations and sector networks, enhances the UK's prosperity and international reputation, as we:

- build greater profile for UK arts and creative sector in China, through our programmes and brokering work
- build a stronger network of UK creative organisations looking to work in China
- ensure Chinese and UK policy makers and professionals are equipped with a better understanding of the respective cultural industries, opportunities and challenges
- support China to better develop its creative industries in tandem with the UK offer, by developing a workforce which is appropriately skilled to meet future demands
- provide experiences of the arts, including campaign work (eg Shakespeare Lives).

East Asia Region:

China is part of the British Council East Asia Region which comprises 14 countries and territories organized around 3 clusters to allow for more impact and learning through cross regional collaboration: the North-East Asia & China cluster (China, Hong Kong, Korea, Japan, Taiwan and Singapore) , the South East Asia cluster (Vietnam, Thailand, Myanmar, Malaysia, Indonesia and the Philippines) and Australia and New Zealand cluster.

East Asia is diverse region of 2+ Billion people with a rich cultural history. 25% is under 14 years of age. A rapidly ageing population is transforming not just Japan. The region counts close to 50% of the world's internet users. The middle class in China is bigger than the population of Europe. 7 of the 10 most populous cities are in Asia. 1/3 of the people in EA are still living in poverty. While tensions in the South China Sea are rising, it is a relatively stable region with average economic growth of 6.5%.

We deliver our countries' shared agendas for international, innovative and inclusive growth, building opportunities, partnerships and trust across our education and creative sectors. The Arts are at the core of the delivery of the East Asia strategy

In the Arts we focus our strategy on the following outcomes:

- Step change in cultural relations between key priority countries for the UK in East Asia through Season and Campaigns (Japan Season, Australia Season and China Inclusion Campaign)
- Improved skills and knowledge for cultural practitioners for stronger cultural sector key countries through programmes focusing on museum skills, creative skills and leadership skills
- Increased recognition of the role arts & culture in development through programmes supporting more inclusive creative economies and engaging in innovative ways with heritage through crafts, film and music
- Cultural practitioners and institutions have become more inclusive in their practice and programming and profile of the UK in inclusive arts has opened increased opportunities in EA through our programmes in ageing, disability and diverse communities.
- Increased number of new connections and artistic collaborations leading to stronger networks between the creative sector in the UK and EA through mobility & collaboration programmes
- Strengthened research, evaluation, insight to position to BC as a go to place sector connections, expertise, insights and thought leadership

We have a very strong arts team of 60 people in the region, of which more half has been recently recruited from the sector.

Strategic Business Unit:

Arts Group works with the British Council's global network of offices to achieve significant impact and change by helping people to find new ways of connecting and seeing each other through the arts. Our aim is to see stronger creative sectors across the world that are better connected with the UK. We believe arts and culture are vital to prosperous, secure societies, and that offering international cultural connections and experiences strengthens their resilience. We are uniquely able to make a difference thanks to our extensive and diverse networks in the UK and internationally, enabling us to respond to the individual context of each place we work in. Our arts programme aspires to transform lives, building on the UK's cultural and artistic strength and diversity.

The global Arts team consists of six specialist art form teams (Music, Literature, Theatre and Dance, Visual Arts, Architecture Design and Fashion, Film) and three cross-disciplinary teams (Creative Economy, Cultural Skills and Culture and Development) based in our London headquarters and other locations in the UK who work closely with Arts Managers based in British Council offices in the devolved UK countries (Wales, Scotland and Northern Ireland) and overseas regions (Europe, Wider Europe, the Middle East and North Africa (MENA), South Asia, East Asia and the Americas).

Main opportunities/challenges for this role:

- Set an imaginative and compelling vision and strategy for arts programmes in China; and inspire colleagues and partners to share in and contribute to this ambitious approach
- Through strong leadership and management skills, empower a team of professional arts managers throughout China to drive major partnerships, build profile and value

and develop impactful, innovative and sustainable programmes

- Diversify partnerships and develop sustainable partnership model to prepare move towards non-ODA context for China
- Position British Council China as a global lead on the use of digital technologies to bring arts to global audience, provide insight and broker connections.
- Lead and motivate a team of arts managers across the country to build and sustain a range of arts partnership between the UK and China, to ensure that research, market and audience insight drives what we do, and that work is delivered according to professional project management standards
- Support and coach teams in monitoring and evaluation to ensure we demonstrate impact and underpin our stories with evidence
- Drive strategic collaboration, and support closer matrix working, between Arts SBU UK and regional & SBU priorities.
- Communicate the arts vision, opportunities, and achievements of the team internally and externally.

Main Accountabilities:

Sector/subject expertise

- Represent the British Council as a recognised, credible authority to external stakeholders and audiences
- Build and maintain external networks to optimize partnership potential
- Provide expert advice and up-to-date sector knowledge for our work programmes, cascading across teams internally
- Provide professional advice to the UK about the Chinese cultural sector and vice-versa, to maximize the potential and success of international exchange
- Upholding best-practice and artistic excellence across our work
- Ensure that appropriate information on the British Council work in China is available through our social media, online communities and digital platforms.

Strategy & planning

- As a member of the China Leadership Team, contribute to the China country strategy, and deliver to a shared audience for our work in arts, education and English
- Ensuring we achieve value for the UK and partners and that our plan delivers optimal cultural relations impact in a financially sustainable way.
- Agree ambitious targets and impact measures for our arts work in China, with a focus on digital and partnerships, to increase impact and reach.
- As a senior manager and member of the Arts Leadership Team in the region, contribute to global and East Asia regional arts strategies.

Relationship, stakeholder and key account management

- Develop and maintain strong networks which enable opportunity-spotting and effective brokering of collaborations with the arts sectors and relevant government departments through effective account management, both directly, through the dispersed arts teams, and in collaboration with the arts team in the UK
- Drive greater benefit for the British Council in its relationships with key UK institutions through their own close connections to China, and our work on their behalf
- As a diplomatic post in China, to fully engage with the wider UK agenda in China, identifying opportunities that deliver against our arts strategy, our overall China strategy, and which may benefit the wider UK-China relationship in education, trade

and development.

- Increase partnership and business development to realise shared ambition

Market building & brand positioning

- Ensure a rolling high-quality arts pipeline of potential activity is maintained.
- Ensure that the profile of the British Council in China and our arts programme is high with our key B2C, B2B and B2G audiences by contributing to country marketing strategies and plans that promote our work across product lines.
- Ensure the marketing and communication of the arts programme is compelling, effective and VFM and embed digital to build new audiences.
- Ensure programmes are market informed and based on a strong understanding of audience needs.
- Cross-promotion of the British Council's wider offer across relevant audience groups, particularly with English and Education.
- Foster a culture of learning from results of embedded evaluation (impact and effectiveness), ensure their effective communication, and develop impact-led programming.

Leadership & management

- Lead a dispersed arts team across China with direct line management of China Arts team strong matrix management connections to wider teams.
- Mentor and support our internal talent to strengthen our base of knowledge and expertise in engaging with China through the arts, and to form effective succession plans.
- Forge a close working relationship with the specialist UK and regional arts teams including collaborative programming, joint ownership of targets, intelligence sharing, and effective communication and engagement at all levels.
- Lead and manage China colleagues in implementing culture change and ensure staff have sufficient capacity and training to implement project management to required standards.
- Sharing programming information and learning with East Asia colleagues and absorbing influence from the wider region into the China arts programme

Project Management

- Ensure that agreed activity is designed and delivered according to best project management practice, with clear targets for short and long term impact and appropriate evaluation in place.
- Ensure the development and implementation of evaluation procedures and ODA requirements for all programmes, products and tenders.

Risk & Compliance

- With the team, evaluate a range of geo-political and operational risks across the portfolio and makes appropriate changes to plans and/or resourcing to mitigate potential difficulties and optimise performance.
- Ensure the British Council meets all relevant internal and external compliance and client requirements (ODA, financial, HR, quality management, regulatory etc.) across the China Arts portfolio, to ensure the organisation and all its sub-contractors operate legally, with integrity, and in a way that manages risk effectively.

Commercial, financial & resource management

- Ensure that projects and programmes across the portfolio are managed and

delivered in accordance with all agreed financial standards and targets, taking remedial action where required.

- Ensure there is enough capacity and capability in place to support the successful development and delivery of China Arts programmes, through a mix of British Council staff, partners and freelance providers.
- Financial management of programme budget
- Partnership negotiation and agreement in order to ensure effective delivery and benefit for all parties.

Role Requirements:

Threshold requirements:		Assessment stage
Diplomatic Post	Yes	
Passport requirements/ Right to work in country	Due to the diplomatic status of this role only British nationals will be considered.	Shortlisting
Notes	Regular travel in China; ad hoc travel to the UK and other countries in the region	Shortlisting
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
	Chinese language	Shortlisting
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
	Qualified to degree level	Shortlisting
Job Specific Knowledge & Experience		
<ul style="list-style-type: none"> • Proven experience in a leadership role in the arts - leading an arts organisation, institution or international projects of scale • Experience of engaging with audiences digitally • Track record in partnership-building and complex relationship management • An understanding and 		<i>Assessment Stage</i>

<p>appreciation of current arts trends and practices in both China and the UK</p> <ul style="list-style-type: none"> • A substantial network of professional contacts across art forms and sectors, ideally in the UK and in China 		
British Council Core Skills		Assessment Stage
<p>Managing Projects – Level 4 Leads larger projects - 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>Communicating and Influencing – Level 4 Uses a range of influencing techniques - 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>Managing Finance and Resources – Level 4 Plans and deploys resources - 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>Managing Accounts and Partnerships – Level 5 Shapes strategic relationships - 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
<p>Developing Business - Level 4 Leads business development - Able to plan and deliver business development activities for a major and/or new market category which is significant for the British Council.</p>		Shortlisting AND Interview
British Council Behaviours		Assessment Stage
<p>Connecting with others (most demanding): Building trust and understanding with people who have very different views</p>		Interview
<p>Creating shared purpose (most demanding): Inspiring others to want to take a specific role as part of a shared purpose</p>		Interview
<p>Being Accountable (most demanding): Showing real dedication to the long-term mission of the British Council or the team</p>		Performance Management Only
<p>Making it happen (most demanding): Achieving stretching results when faced by change, uncertainty or major obstacles</p>		Interview

Shaping the future (most demanding): Changing the nature of what we do and the benefits we gain by thinking and planning with creativity	Interview
Working together (most demanding): Creating the environment in which others who have different aims can work together	Performance Management only

ANNEXE ROLE CONTEXT INFORMATION

Section A – Role information for applicants

Role Information			
Diplomatic status	Yes	Can the post holder be accompanied by their partner?	Yes
Is security clearance required? And if so, state what level of security clearance required in Notes below?	Yes DBS	Can the post holder be accompanied by children? If there is an age restriction, please state what age.	Yes
Additional notes:			
Details of any mobility package provided (if applicant is eligible)		<u>International mobility package</u>	
<p><i>If you are currently on a UK contract you will receive the UK home-based mobility package (IMP).</i></p> <p><i>If you are currently employed on a country contract other than a UK contract, you will remain on your country contract and receive a mobility package if moving to another country.</i></p> <p><i>All mobility packages will include accommodation, education for children (if the posting allows accompanying families) and transfer assistance.</i></p> <p><i>No mobility package is paid:</i></p> <ul style="list-style-type: none"> <i>if you are returning or moving to your home country nor</i> <i>if you are not currently on a mobility package and you are changing to a new role within the same country nor</i> <i>if you are moving to the UK</i> 			