

Job Description

Job Title	Communications and Marketing Manager		
Directorate or Region	SSA	Department/Country	Ethiopia
Location of post	Addis Ababa	Pay Band	PB 7
Reports to	Country Director	Duration of job	Two year fixed Term

Purpose of job:

To lead the communications and marketing function within the British Council Ethiopia, building positive perceptions of the British Council as a leading global cultural relations organisation, and of the UK. As a member of the British Council Ethiopia's Senior Management Team, the Communications and Marketing Manager will develop and deliver a highly effective communications strategy for the British Council Ethiopia. She or he will be proactive and creative, working collaboratively with colleagues across business areas to define and communicate communications strategies, plans, campaigns and promotional materials across a range of channels (including digital) in support of our work across projects, programmes, and teaching and exams services. She or he will support the gathering of market insight and intelligence, and the development of teaching and exams marketing plans. The post holder will be the British Council's brand champion, and the custodian of brand standards. She or he will lead on the specific communications/campaign strategy for the British Council's 75th anniversary in Ethiopia in 2017.

Context and environment:

- The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. For over 75 years, we have created international opportunities and trust between people of the UK and other countries worldwide through our work in the Arts, English, Education and Society. We call this Cultural Relations. We have offices in over 100 countries, and 250 cities.
- The British Council's vision for Sub Saharan Africa is to build trust and understanding with Africa's next generation by expanding and increasing available opportunities to connect with the UK through our work in the Arts, English, Education and Society;
- The British Council has operated in Ethiopia since 1942 with the aim of building cultural and educational links between the Ethiopia and the UK. It offers a full range of British Council programmes and services. We run an English Teaching Centre, examination services, and manages a range of projects on behalf of clients, as well as its own projects funded by UK government grant.
- We work with a diverse range of partners and clients, including national and regional government (e.g. Ethiopian Ministries of Education and Foreign Affairs, Regional Education Bureaus), international donor organisations, national / international NGOs and the private sector.
- The British Council's values – integrity, professionalism, creativity, valuing people and mutuality – are embedded in all our work.

Accountabilities, responsibilities and main duties:

All duties will be in line with our Equal Opportunities & Diversity, Child Protection, Environmental and other overarching corporate policies. The post holder will be accountable to the Country Director for the successful delivery of the communications and marketing function across the Ethiopian directorate. Specific duties will include:

Strategy and planning (15%)

- Develop, plan, deliver and evaluate the Ethiopia communications strategy working with the Senior Management Team, programme teams, the regional communications and digital teams, and the relevant corporate teams, reflecting the impact-driven strategic focus of the Ethiopia operation within the Sub-Saharan Africa and Corporate contexts
- Provide support and direction on the creation, planning, delivery and evaluation of business specific marketing strategies and campaigns, including market sizing, financial data, targets, customer segmentation, competitor analysis and market data
- Manage the office-wide communications and marketing budget, and advise on business specific marketing budgets for the teaching and examinations operations
- Oversee the Scorecard process for the Ethiopia office, ensuring that relevant staff members are briefed on requirements and that reporting deadlines are met

Marketing and branding (25%)

- Work with the relevant teams to *effectively promote the portfolio of British Council offers, products and services*
- Support the development and implementation of marketing plans that deliver an integrated approach across the Teaching and Exams operations, capitalising on a common customer base, promoting synergies and economies of scale, and delivering maximum impact
- Brief, manage and contract all media-related freelancers, interns, agencies and third parties
- *Maximise the British Council brand's presence in everything we do, including our work with partner organisations.*
- Act as brand champion; monitoring and maintaining the correct use of the British Council brand standards across all channels of engagements
- Oversee/support the production of case studies, brochures, promotional materials and presentations
- Track performance of marketing campaigns through measurement and analysis to understand effectiveness and ROI

Internal and External Communications, including digital (35%)

- Proactively engage with strategic business leads and their teams to understand in depth the nature of the British Council's operation and ambition, supporting effective communication and marketing activities
- Assist programme and project teams to identify communication opportunities during the planning phase of programmes and projects and assist them in producing clear and succinct project copy for internal and external communications purposes
- Prepare the British Council Ethiopia quarterly newsletter and ensure all key activities are featured on the Ethiopia website, *as well as internal channels*
- Act as principal communications liaison point with the regional and corporate communications teams
- Build communications capability of wider British Council Ethiopia teams
- Within the communications strategy, devise a plan to build and maintain online communities around our work
- Manage the British Council Ethiopia web presence according to the country and regional strategies

- Produce or oversee the production of persuasive digital content to drive traffic to our online platforms
- Manage the British Council Ethiopia's social media presence, including Facebook, Twitter and YouTube, advising programme teams on content production
- Monitor online performance using analytics software and use this data to identify risks and opportunities

Media relations and events (25%)

- Lead on media relations in Ethiopia
- Write, edit or advise on compelling content for publication in the national media and press, including press releases
- Arrange press conferences, media briefings, and online dissemination of content
- Support all departments in planning events, ensuring appropriate communications plans are in place and that events are reported in a timely fashion to the country office and regional communications support
- With programme teams, produce key messages/speaking points and Q&As for all relevant areas of work
- Maintain an active and up-to-date database of press and media contacts
- Promote British Council stories by building a relationship with the UK press team

Key relationships:

Internal: Country Director, British Council Ethiopia programme teams, Teaching Centre and Examinations teams, British Council Ethiopia Senior Management Team, Sub-Saharan Africa Head Communications and Regional Marketing & Communications Network, UK communications colleagues

External: Students, corporate clients, exams candidates, Ethiopian media outlets, service providers such as photographers/printers

Other important features or requirements of the job

Occasional travel within Ethiopia and the region. Some weekend and evening work

Please specify any passport/visa and/or nationality requirement.

Must be able to work legally in Ethiopia

Please indicate if any security or legal checks are required for this role.

Medical and criminal background check

Person Specification

	Essential	Desirable	Assessment stage
Behaviours	Connecting with others (Most Demanding) – building trust and understanding with people who have very different views Working Together (More Demanding) - Ensuring that others benefit as well as me Being accountable (More demanding) – putting the needs of the British Council or my team above my own Making it happen (more demanding) – challenging myself and others to deliver and measure better results		Short-listing and interview
	Creating shared purpose (More Demanding) – creating energy and clarity so that people want to work purposefully together Shaping the future (more demanding) – exploring ways to add more value		Not assessed at recruitment stage
Skills and Knowledge	Communicating and Influencing skills (L4) Using Technology (L2)		Short listing & Interview
	Planning and Organizing (L2) Analysing data and problems (L2) Managing Finance and Resources (Level 2)		Interview
	Evidence of excellent verbal and written communications skills in English and Amharic, and ability to produce compelling materials and media products for a wide range of different audiences including the media, development partners, the general public and internal British Council stakeholders		Short listing & Interview
Experience	A minimum of 5 years of proven experience in a similar role within the corporate, public/NGO sector	Experience in an international	Short listing

		organisation	
Qualifications	First degree in relevant discipline or equivalent field experience	Marketing and Comms Management Qualifications	Short listing
Submitted by	Michael Shiferaw	Date	07/12/2016