<table>
<thead>
<tr>
<th>Role Title</th>
<th>Head of business development and digital services (Libraries)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Role Information</strong></td>
<td></td>
</tr>
<tr>
<td>Role Type</td>
<td>Pay Band</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
</tr>
<tr>
<td>Fixed term contract</td>
<td>Grade F (Pay Band 7)</td>
</tr>
<tr>
<td><strong>Role purpose</strong></td>
<td></td>
</tr>
<tr>
<td>• To lead on the business management and development of the library services physical and digital platforms.</td>
<td></td>
</tr>
<tr>
<td>• To work collaboratively with Manager Libraries on collection management and a wider team on event and digital outreach to embed a strategic direction and business success to the virtual and physical programming and content development.</td>
<td></td>
</tr>
<tr>
<td>• To support the Country Director in building a sustainable financial model for Sri Lanka libraries.</td>
<td></td>
</tr>
<tr>
<td><strong>About us</strong></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>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 65 million people directly and 731 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.</td>
<td></td>
</tr>
<tr>
<td><strong>British Council in South Asia Region</strong></td>
<td></td>
</tr>
<tr>
<td>South Asia, with a population of around 1.8 billion people, is one of the most diverse and dynamic parts of the world and is characterized by continuing economic growth. There is a strong demand for recognised education and English language skills, and an interest in many countries in exploring how creative, open and transparent societies can lead to greater prosperity.</td>
<td></td>
</tr>
<tr>
<td>We have operations in high-growth developing economies of India, Pakistan, Bangladesh, Sri Lanka, Nepal, and Afghanistan. Our annual turnover across these markets is more than £175 million and our employee population is approximately 1800. Each of our country offices are headed up by a Country Director, and supported by shared functions for human resources, finance and marketing which support all businesses.</td>
<td></td>
</tr>
</tbody>
</table>
In this dynamically diversifying region and in the context of a changing government funding environment, our challenge is to maintain and develop the UK’s cultural, educational relationships and influence. Central to this is our commitment to supporting links between South Asia and the UK, and the development of strong bilateral relationships for the UK with countries in South Asia. We do this by connecting people at Government, institutional, community and individual level.

We are funded through a mix of Government grant and earned income, which enables us to scale our impact and best serve our UK stakeholders and those we engage with. Our business model is to lead surplus generating business in English and our multi-million pound Exams business, and growing self-sustaining and partnership-driven programmes in Education, Society and Arts fields. We are increasingly focused on generating maximum impact with our audiences with minimum draw on UK government funds. The balance of programmes, products and services that we offer, and the scale of businesses that we operate in each country, varies in response to the specific markets of this diverse region. Increasingly, we are working across countries and business fields, to maximise impact and the return on investment.

Priorities for our strategy in South Asia to 2020:

- We will continue to focus on promoting English language because it is both a key enabler of cultural relations, and a source of opportunity for our customers and stakeholders. Given our lead position in this field, we will build English language capability across the region, whether supporting learners, teachers or governments, through training, assessment and policy development.

- As part of our commitment to create educational opportunities between the UK and other countries we will continue to internationalise the higher education sector by supporting policy development, and building joint programmes and scientific research between the UK and the countries we work in. We will build the experience of individuals to work internationally by supporting the two-way mobility of students, young people, academics, teaching professions and scientists in higher education. This includes our significant UK government-funded programme for marketing of the UK as a study destination.

- By working with countries to grow or maintain open, prosperous, creative and inclusive societies we will contribute to global and regional prosperity, security and stability. We will create impact in the markets we work in through tailored programmes in the, creative, justice and enterprise sectors. Throughout our work we will engage, and provide better outcomes, for women and girls and marginalised groups. By working together with countries on global social issues, we will continue to grow and nurture an open, prosperous, creative and inclusive UK.

- To build creative opportunities between the UK and other countries, we will develop the skills and international experience of those working in the creative sector. We will continue to support the creative sectors of the UK and the countries we work in to work together, and we will share the best of the UK’s creativity.

**British Council in Sri Lanka**

In Sri Lanka, British Council is a vibrant operation with high brand recognition. Operating in 3 cities with established offices and in addition we currently have 2 partnership branches. We are celebrating 70 years of continuous presence in Sri Lanka. Our strategy is to support education reform including quality teaching of English language, supporting social cohesion and reconciliation processes, enhancing skills and employability of the young people of Sri Lanka.

**Function overview:**

Our libraries in Colombo, Kandy and Jaffna play an important role in delivering our overall objectives. Library services to our 24,000 members and to the wider public supports all of our programming and the delivery of our cultural relations mission by bringing the best of UK resources – both physical and digital – to our audiences.

Our Libraries offer opportunities to learn and to study, and are centres of convening for creative and educational events for diverse communities of interest - young children, teens,
their parents, both young and mature professionals from all walks of life, academic, artists and
creatives. Increasingly we seek to reach audiences by providing interesting, relevant and
enjoyable content through our digital library channel.

Our vision for our Libraries and is that they will be centres of excellence that represent the
very best of contemporary approaches to UK Library services – both through physical
presence and through digital outreach. They will do this by:

- Providing state-of-the art access to books, journals, information for customers in Sri Lanka
  through physical and digital platforms
- Connecting people to opportunity by convening active networks and cross cutting
  communities of interest online and F2F
- Supporting our core areas of work in cultural relations – English, Arts, Education and
  Society – by providing physical and digital spaces for showcasing content, and cultural
  convening for specific audiences
- Providing a learning space that supports the Teaching and Examinations businesses with
  the right supplementary study materials and facilities for their customers
- As part of a regional initiative, support the selection and development of accessible online
  products and services

Main opportunities/challenges for this role:

Developing paying on-line audiences is both an opportunity and a challenge for British Council
Sri Lanka

Future proofing - Implementing and embedding change – appropriate skills, attitudes and
behaviours in the library team – supporting Country Director and Head HR

Main Accountabilities:

- To develop and own the business plan for the libraries in Sri Lanka, ensuring continuous
  business improvement.
- To plan, direct and maintain overall control of the operations for the Colombo, Kandy
  and Jaffna libraries, branch and off-site enagments, ensuring that library operations run
  smoothly and in compliance with British Council systems and standards, in particular
  Finance, HR and Child Protection.
- To plan, develop and own a digital content outreach strategy, in line with Regional digital
  library initiatives and contributes towards Sri Lanka Library business targets.
- Oversight of delivery of the overall programmes for the libraries (physical and digital)
  through management of Library managers and in collaboration with sector leads (Arts,
  Education and Society) and heads of businesses (English and Exams) to fulfil the
  requirements of the target audience.
- Reviewing, improving and updating content delivery channels as per customer feedback.
- Responsible for completion monthly/quarterly financial reports to ensure financial targets
  are being met.
- Owning risk assessment.

Business Development and Outreach

- Support the Country Director in development of a business development strategy that
  ensures financial sustainability in the medium to longer term.
- Support the wider senior team in country and the regional digital libraries team in the
  development and rollout of virtual products and programmes that achieve scale, access,
  participation and impact.
• Responsible for ensuring that the library product mix - collections, programming, virtual content and outreach supports business development, brand and impact and financial success.

**Marketing**
• Provide overall strategic direction and business input to the development of the library marketing strategy (responsibility of the Marketing team), working closely with relevant specialist colleagues in Sri Lanka and the region.
• Supporting the work of the marketing team and feeding into identification of potential audiences via market research. Ensuring marketing and communication plans are aligned with the business objectives for libraries.

**Digital engagement**
• To generate digital engagement, supporting the developing the digital library offer (regional and local) to bring the best of UK content and interactive products to audiences in Sri Lanka across the country and across social and ethnic divides.

**Event Management oversight**
• To support and feed into the development of the annual calendar of events ensuring alignment to local, country and regional objectives.
• To make sure event programming drives membership, brand enhancement and business success in collaboration with the marketing team.
• Ensure all our events reflect our values and our equality, diversity and inclusion principles.

**Key Relationships:**

**Internal**
• Country Director
• Senior Leadership Team
• Managers of all functions
• Manager Libraries
• Library staff across the country
• Regional Library Team
• Country Head of Marketing, Libraries marketing, events manager and Marcom team

**External**
• Library members
• Outreach audience
• Exam candidates and agents
• Key media contacts and editors
• UK providers of content
• Education contacts for Library services
• Corporate clients for Library services

**Role Requirements:**

<table>
<thead>
<tr>
<th>Threshold requirements:</th>
<th>Assessment stage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Passport requirements/ Right to work in country</strong></td>
<td>SRI Lankan citizen or in possession of a valid work visa to work in SRI LANKA or ability to obtain a work visa (on an exceptional basis we may seek to secure this on your behalf)</td>
</tr>
<tr>
<td><strong>Direct contact or managing staff working with children?</strong></td>
<td>Yes</td>
</tr>
</tbody>
</table>

| **Assessment stage** | **Interview** |
**Security or legal checks required for this role**

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.

Under our Child Protection agenda, the post-holder is required to obtain a Police Report, Medical report, three reference checks, three forms of ID and original qualifications prior to appointment.

**Notes**

We encourage work life balance. However working in unsocial hours (evenings and weekends) and national travel will be expected of this role.

**Person Specification:**

**Qualifications**

<table>
<thead>
<tr>
<th>Minimum / essential</th>
<th>Desirable</th>
<th>Assessment Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelors in Business Management, Business Administration or equivalent or proven experience to this level</td>
<td>MBA or Postgraduate Diploma in business or marketing or Professional Qualification such as CIMA/CIM</td>
<td>Short listing</td>
</tr>
</tbody>
</table>

**Role Specific Knowledge and Experience**

<table>
<thead>
<tr>
<th>Minimum / essential</th>
<th>Desirable</th>
<th>Assessment Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good level of spoken and written English</td>
<td>Experience in digital content development</td>
<td>Short listing and interview</td>
</tr>
<tr>
<td>Experience of running customer facing operations (2+ years)</td>
<td>Knowledge of digital and physical library developments</td>
<td></td>
</tr>
<tr>
<td>Experience of managing revenue generating operations</td>
<td>Change management</td>
<td></td>
</tr>
<tr>
<td>Experience of managing digital products and programmes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Library-specific experience is NOT a requirement)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Role Specific Skills (if any)**

Person we are looking for should be a dynamic individual with experience of driving business improvement through customer focused services, managing teams and has a general understanding of the UK offer

The competencies will be part of performance assessment on the job

**British Council Core Skills**

**Managing People (L3)**

Provides full line management to a team where all members are working in a similar area of expertise or business. Scope includes

Interview
planning, setting objective, role modelling an inclusive culture, recruitment, development and performance management

**Managing Finance and Resources – Level 3**
Supports budget management Monitors and controls an agreed budget within a defined area, producing reports and analyses and contributing to planning

**Developing Business – Level 3**
Develops viable business: Defines and develops products/services which deliver British Council goals on impact, income and surplus within a defined area of business that responds to market opportunities and aligns to wider corporate strategies

**Using Technology – Level 3**
Identifies improvements; Identifies where new or improved technology could benefit business efficiency, the customer experience or market opportunities and makes evidence-based recommendations
High level of proficiency in SAP and/or ERP

**Desirable core skills**
Managing Accounts and partnerships – Level 3
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

<table>
<thead>
<tr>
<th>British Council Behaviours</th>
<th>Assessment Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behaviours assessed during interview stage of recruitment process</td>
<td>The position holder will be required to demonstrate all six behaviours, on the job. These will be assessed during year end performance evaluations.</td>
</tr>
<tr>
<td>• Shaping the future (More Demanding) Exploring ways in which we can add more value</td>
<td>Behaviours to be assessed during the interview stage of recruitment are mentioned.</td>
</tr>
<tr>
<td>• Making it happen (Most demanding) Achieving stretching results when faced by change, uncertainty or major obstacles</td>
<td></td>
</tr>
<tr>
<td>• Creating shared purpose (More Demanding) Creating energy and clarity so that people want to work purposefully together</td>
<td></td>
</tr>
</tbody>
</table>

**Behaviours not assessed during recruitment process**
*Please note: the other behaviours below will not be assessed at interview. However, all behaviours will be used for performance management purposes*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Connecting with others (More demanding) Actively appreciating the needs and concerns of myself and others</td>
<td></td>
</tr>
<tr>
<td>• Working together (More demanding) Ensuring that others benefit as well as me</td>
<td></td>
</tr>
<tr>
<td>• Being Accountable (More Demanding) Putting the needs of the team or British Council ahead of my own</td>
<td></td>
</tr>
</tbody>
</table>

Prepared by: Country Director  
Date: 23 September 2019