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| bc-stacked-2995 | | | | | | | |
| Role Title | | | | | | | |
| **Assistant Manager, Events, Sri Lanka** | | | | | | | |
| Role Information | | | | | | | |
| **Role Type** | **Pay Band** | | **Location** | | **Duration** | **Reports to** | |
| **Marketing** | **Grade H/PB4** | | **Colombo, Sri Lanka, South Asia** | | **Indefinite (permanent) Contract** | **Manager Marketing - Libraries** | |
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| Role purpose | | | | | | | |
| The overall purpose of this role is to plan and execute events to support the Libraries across Sri Lanka in line with the Country Plan, ensuring alignment to the country, regional and global marketing strategy and brand, and to work in partnership with SBUs to achieve the required business targets. | | | | | | | |
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| 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. 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.  **British Council in South Asia Region**  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.  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.    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 delivering a high impact portfolio of projects under the larger English and Education program. Additionally we have approximately 25,000 members in our libraries, the largest membership in the British Council global network and run two of the largest British Council Teaching Centres and Exams operations in the world. | | | | | | | |
| Function overview: | | | | | | | |
| Marketing at the British Council is a strategic function which drives awareness, understanding and engagement with us across our diverse audiences. We use insight, knowledge and analysis of our market and our customers to engage them with the British Council’s international cultural relations mission, our products and services in the most impactful and effective way. We lead the development of our brand and use our expertise to tell inspiring stories to enhance our global reputation, build lifelong relationships, engage our staff and prove the impact of what we do. | | | | | | | |
| Main opportunities/challenges for this role: | | | | | | | |
| Laed the execution of events to support the library and marketing teams to achieve their respective business objectives. Provide professional event management expertise to support Arts, Education and Society. | | | | | | | |
| Main Accountabilities: | | | | | | | |
| **Specific Accountabilities:**   * Develop event plans from conceptualisation of content through to execution and post-evaluation * Deliver events on time, within budget, and to professional event management standards that meet business objectives * Setting, communicating and maintaining timelines and priorities on events with the key stakeholders * Manage and maintain a robust Library event calendar * Manage and maintain startegic relationships with the supplier network * Manage operational and administrative functions to ensure events are delivered efficiently   **Consultancy, analysis & problem-solving**   * Presents information clearly supported as needed from the senior marketing team to tailor the presentation of findings to meet the differing needs of stakeholders in the country.   **Internal customer focus**   * Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the provision of marketing services for the country and specialist advice & support provided enabling improvements to be made where issues are identified.   **Commercial & financial management**   * Shows an understanding of value for money/cost effectiveness in the advice, recommendations and service support they provide to colleagues in the business teams supporting them to achieve the best results from their projects, products and services.   **Relationship & stakeholder management**   * Proactively builds and maintains excellent relationships with internal partners and stakeholders to ensure integrated, joined up and future-proofed approaches and solutions   **Leadership & management**   * Shares intelligence, experience and ideas to support senior managers in marketing in identifying/developing new ways in which marketing could positively impact upon the British Council’s operational efficiency and effectiveness. | | | | | | | |
| Key Relationships: | | | | | | | |
| ***Internal***   * Library teams * SBU teams * Country marketing team * Regional marketing team * Country/cluster leadership team   ***External***   * Suppliers, agencies * Partners (e.g. UK and SL based organisations) | | | | | | | |
| Role Requirements: | | | | | | | |
| **Threshold requirements:** | | | | | | | **Assessment stage** |
| **Passport requirements/ Right to work in country** | | You must have the right to live and work in the country in which the role is based. | | | | | Shortlisting |
| **Direct contact or managing staff working with children?** | | No | | | | | N/a |
| **Notes** | | National travel and unsocial hours (evenings and weekends) will be expected of this role | | | | |  |
| **Person Specification:** | | | | | | | **Assessment stage** |
| **Qualifications** | | | | | | | |
| ***Minimum / essential*** | | | | ***Desirable*** | | | ***Assessment Stage*** |
| Relevant professional qualification e.g. CIM/SLIM/event management or 2 years equivalent experience in a relevant discipline | | | |  | | | Shortlisting |
| **Role Specific Knowledge & Experience** | | | | | | | |
| ***Minimum / essential*** | | | | ***Desirable*** | | | ***Assessment Stage*** |
| * 2+ years experience in event management * 2+ years experience of working in or alongside a marketing function * Demonstrable experience in working with external suppliers | | | | * Training or qualification in events management | | | Shortlisting |
| **Role Specific Skills (if any)** | | | | | | | ***Assessment Stage*** |
| **CIM Marketing Competencies**  **Strategy (Level 1)**   * Supports information gathering as part of the strategy process * Contributes information to marketing and campaigns plans     **Insights (Level 2)**   * Analyses and presents information from research and customer feedback as insights   **Integrated marketing communications (Level 1)**   * Assists with the development of marketing communications activities   **Digital Capability (Level 2)**   * Assists with the implementation of digitally enhanced marketing activities   **Channel to Market (Level 2)** | | | | | | | The competencies will be part of performance assessment on the job |
| **British Council Core Skills** | | | | | | | ***Assessment Stage*** |
| * **Managing projects (Level 2)**   Analyses project data: Examines project data and performance, reporting on progress and recommending corrective action as needed.   * **Communicating and influencing (Level 2)**   Relates communications to circumstances: 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.   * **Planning and organizing (Level 2)**   Plans ahead: Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.   * **Using technology (Level 2)**   Operates as an advanced user: Works as an advanced practitioner in the use of office software and/or British Council standard and social media platforms and trains or coaches others in their use. | | | | | | | Shortlisting AND Interview |
| **British Council Behaviours** | | | | | | | ***Assessment Stage*** |
| * **Making it happen (More demanding)**   Delivering clear results for the British Council   * **Working together (Essential)**   Establishing a genuinely common goal with others   * **Being accountable (Essential)**   Delivering my best work in order to meet my commitments  *Please note: the other behaviours below will not be assessed at*  *interview. However, all behaviours will be used for performance*  *management purposes*   * **Creating Shared Purpose (Essential):**   Communicating an engaging picture of how we can work together   * **Connecting with Others (Essential):**   Making regular opportunities to understand others better   * **Shaping the Future (Essential):**   Looking for ways in which we can do things better | | | | | | | Interview |
| **Prepared by:**  Dilanie De Silva | | | | | | | **Date:**  11 November 2018 |