

Job Description
Ref no:

Job Title	MarComms Officer		
Directorate or Region	South Asia	Department/Country	Nepal
Location of post	Kathmandu	Pay Band	H
Reports to	MarComms, Learning Centre and Arts Manager	Duration of job	Fixed term contract 3 years

Purpose of job:

1. Provide support on Marketing and Communications for the overall operation of the Council in Nepal. Understand our target audience needs, promote our offer to them and capture stories to be communicated internally and externally. Manage all internal and external communication tools.
2. Provide support on the overall Learning Centre and Arts activities so that the services provided support the country and regional objectives of the British Council.

Context and environment: (e.g. dept description, region description, organogram)

External

Nepal is one of the least developed countries in the world. Education is seen as an important way to improve the life chances of individuals and to contribute to the economic development of the country as a whole. However, the quality of education in many government schools is poor and donors, such as DFID, are keen to improve it in any way they can.

As the United Kingdom's international organisation for cultural relations and educational opportunities, the British Council works with public and private organisations across the world to build mutually-beneficial relationships.

British Council Nepal operates in the following areas—English, Exams, Education and Culture/Arts.

The English Team operates in the areas of English for Education Systems (EES) which aims to support systemic educational reform; Self Access learning (SAL) which delivers English enhancement and continuing professional development to learners and teachers of English through a variety of digital means; and face to face (f2f) training. The Exams team conducts numerous UK exams in Nepal including Cambridge International Exams and IELTS. Education covers the area of Education UK Promotion and numerous projects to support the Education system of Nepal. Current projects under Education are Connection Classrooms funded by DFID, Ensuring Rights through Skills and Voice, co-funded by the EU, and English and Digital for Girls through Education, co-funded by DFID and the U.S. Embassy Nepal. Finally, World Voice a global project aimed at using song in the classroom for learning purposes, and numerous mini projects are implemented under the Arts stream to enhance the cultural relation between Britain and Nepal.

Accountabilities, responsibilities and main duties:

This post is line managed by the MarComms, Learning Centre and Arts Manager. It is

responsible for supporting Marketing and Communications for the whole operation and for providing support on the Learning Centre operations so that the services provided support the country and regional objectives of the British Council.

Main Duties:

- Prepare publicity material, including press releases, and proactively seek coverage of British Council activities in print and broadcast media, monitoring these for Scorecard purposes.
- Maintain strong local media contacts.
- Proactive seek opportunities for stories in the yearly activities and ensure to develop at least 12-15 stories each year. Showcase the stories in the South Asia regional intranet, local website and newsletter.
- Undertake market research, in collaboration with others teams, to better understand the needs of our target audiences.
- Ensure that British Council Nepal’s website is up to date with correct information.
- Ensure that British Council Nepal’s information on the intranet is up to date.
- Ensure that contents of the e-newsletter is collected on time and sent to contacts on time and also ensure the contacts are steadily growing over time.
- Manage all social media following BC’s guidelines and develop monthly digital reports. Proactively seek for campaigns and activities to boost audience numbers.
- Ensure that brand values are embedded in all programmes, projects, products and services
- Ensure coordination and cooperation with all departments with regard to shared interests such as Customer Services, promotional events, web pages, intranet etc.
- Ensure that the FABS system is followed for any procurement under the assigned budget.

Key relationships: (include internal and external)

External

- Local media contacts
- Vendors/suppliers

Internal

- MarComms, Learning Centre and Arts Manager
- All Managers
- Head of Programmes
- Regional lead on MarComms and Digital
- Country Director

Other important features or requirements of the job

(e.g. travel, unsocial/evening hours, restrictions on employment etc)

Please specify any passport/visa and/or nationality requirement.	Must be eligible to work legally in Nepal
Please indicate if any security or legal checks are required for this role.	No

Person Specification

Behaviours	Required at the “more demanding” (level 2)	Assessment stage
<u>Working Together</u>	<p>Ensuring that others benefit as well as me</p> <ul style="list-style-type: none"> • I ask for the necessary feedback with my colleague so that I could know their views on my work and I can analyse the areas of improvements and explore opportunities. • I agree expectations and work with others to deliver benefits for everyone • I make changes or exchange available resources to create mutual benefits • I use my understanding of team dynamics to harmonise working and enhance results • I always share my achievement with my colleague and also praise others achievements • I share responsibility and take support of my colleague during challenging situations and when there are problems • I always try to support others to work together more effectively so as to achieve the objectives of programmes • I work with clients to come up with solutions and gain their support 	This behaviour will be required to successfully carry out the role, but will not be assessed for recruitment purposes.
<u>Shaping the future</u>	<p>Exploring the ways in which we can add more values</p> <ul style="list-style-type: none"> • I frequently notice the trend and make suitable plan so as to take advantage of opportunities available • I actively plan to build new solutions in order to deliver current objectives • I apply complex analysis and intuition to create new approaches • I combine analytical and conceptual thinking with commercial intent • I investigate beyond what is expected in my role to create more • I challenge wasteful activities. 	Interview
<u>Creating shared purpose</u>	<p>Creating energy and clarity so that people want to work purposefully together</p> <ul style="list-style-type: none"> • I use a variety of ways to check the understanding of others and build engagement • I adapt what I say for different individuals, groups and cultures • I act creatively to inspire others to ensure they focus their efforts appropriately • I link my team’s vision to the British Council’s vision 	Interview
Behaviours	Required at the “essential” level (1)	Assessment stage
<u>Being Accountable</u>	<p>Delivering my best work in order to meet my commitments</p> <ul style="list-style-type: none"> • I make proper plan of activities and focus on the activities that will support in gaining objectives of the British Council • I always meet my commitments and take personal responsibility for the results • I always try to discuss with others about their work and provide constructive feedback where necessary in a way so that they can understand and accept it • I give praise and recognition when my colleague is working hard and success in his/her deeds • I know my own strengths and weaknesses • I remain determined when faced with obstacles or setbacks 	Interview

<u>Connecting with others</u>	Making regular opportunities to understand others better <ul style="list-style-type: none"> • I make myself approachable to others • I take steps to learn about other people, cultures and organisations • I apply my learning about how things are achieved in different cultures or environments • I interact with others openly and honestly • I make connections between the aims of different people or organisations • I listen to others' points of view 	This behaviour will be required to successfully carry out the role, but will not be assessed for recruitment purposes.
<u>Making it happen</u>	Delivering clear result for the British Council <ul style="list-style-type: none"> • I always take prompt action when necessary • I use my knowledge, skills and experience to meet my objectives • I develop my own knowledge ,expertise and learning • I always set the clear goal to be achieved with high standard • I take new challenges as an opportunities 	This behaviour will be required to successfully carry out the role, but will not be assessed for recruitment purposes.
Skills and Knowledge	Project and Relationship management <ul style="list-style-type: none"> • Excellent communication skills (written and spoken), both for internal and external communication, in Nepali and English. • Ability to identify and understand the communication needs, expectations and preferences of our audiences. Gathering and analysing market information. • Knowing how to use a wide range and combination of communication tools • Skills in developing communication materials and comfortable using designing software. 	Short listing and Interview
Experience	<ul style="list-style-type: none"> • Experience of dealing with different digital media and using them effectively, including the internet. • Experience of web site management preferred. • Experience of event management and logistics handling preferred. • Experience of designing communication materials preferred. 	Short listing and Interview
Qualifications	<ul style="list-style-type: none"> • Bachelors' degree (Management, Mass Communications or similar). • Master's degree (Communication) preferred. 	Short listing

Submitted by	Suchita Shrestha	Date	4 August 2015
---------------------	------------------	-------------	---------------