

## Role Title

**Marketing Co-ordinator Ukraine**

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
<b>Policy, Advisory and Expertise</b>	<b>4/H</b>	<b>Ukraine</b>	<b>Indefinite contract</b>	<b>Marketing Manager Ukraine</b>

## Role purpose

The overall purpose of this role is implementation of the marketing strategy and plans for the country, support to programme implementation by executing traditional and online marketing campaigns, producing and uploading content on our social media channels and country websites.

## 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. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

The British Council has been operating in Ukraine since 1992, working to promote educational, scientific and cultural cooperation between Ukraine and the UK. The British Council's activities include the teaching of English and the administration of UK exams on a commercial basis, the delivery of technical assistance contracts for governments and international donors, and the delivery of charitable projects and programmes in English, Education and Science, Society, and the Arts and Culture, using UK Government funds.

The British Council's objectives in Ukraine are:

- To support Ukraine's European choice and ambitions for international partnership;
- To make the UK a partner of choice for Ukraine in reforming its education system and revitalising its cultural sector.

The British Council has significantly scaled up its English, Education, Society and Culture programmes in Ukraine since the 2014 Revolution of Dignity. The current programme portfolio is focused on:

- Improving the teaching and learning of English in schools and universities to enhance young Ukrainians' employability and give them skills to access wider views and opinions.
- Improving the quality, relevance, effectiveness and transparency of higher education in Ukraine as a vital enabler for social and economic development, for innovation and for the

embedding of democratic demand amongst young Ukrainians.

- Transforming thousands of young people across Ukraine each year into “Active Citizens”, with greater understanding of difference, and equipped with the skills and confidence to contribute to their communities’ and country’s development and cohesion through social action.
- Strengthening the capacity of the cultural sector and the creative industries to contribute to Ukraine's social and economic development.

The British Council is committed to a policy of equal opportunity and welcomes applicants from all sections of the community. We work to ensure that people are not unjustifiably discriminated against on the basis of age, disability, ethnicity and race, gender, religion or belief, sexual orientation or any other irrelevant grounds. We guarantee an interview to disabled candidates who meet the essential criteria

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  
<https://www.britishcouncil.org/organisation/transparency/policies/child-protection>

### 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:

- Support implementation of the country marketing strategy by performing marketing activities for our programmes and services, contributing to the overall country, regional and global strategic objectives for the British Council in a flexible, cost-effective way.
- Manage our social media communities, engaging with them daily and work together with the regional marketing team on specific initiatives and campaigns aimed at creating and maintaining a vibrant community of people interested in our programmes and services.
- Contributing to the development of relations with national and local media and co-ordinate communications and other press-related duties.
- Producing, maintaining and developing online content for our social media channels and country websites.

### Main Accountabilities:

#### Country marketing strategy

- Supports the execution of the marketing strategy and plans for the country ensuring alignment to the cluster/regional and global marketing strategy.
- Supports the development and execution of campaign strategies, both traditional and online, to support a variety of routes to market and maximise impact and share of voice,
- Ensures that clear and consistent marketing processes are followed in the country
- Monitors and reports on agreed marketing KPIs for the country as agreed with the Marketing Manager
- Proactively shares results and best practice across the cluster/region marketing team and with regional and SBU leaders and the Marketing Community of Practice

### **Consultancy, analysis and problem-solving**

- Applies professional marketing expertise to contribute to marketing strategies, plans and approaches for the country
- Applies core technical and professional knowledge to support the development of new or improved practice to drive business growth and reduce duplication of activities and expenditure

### **Internal customer focus**

- Builds an in-depth understanding of the country and the operational context, opportunities and challenges for marketing functions and teams
- Facilitates successful internal communications within the country
- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the provision of marketing services for the country and discuss those with the country and regional marketing teams.

### **Service improvement**

- Supports the implementation of new country marketing approaches and/or techniques which enhance efficiency and wider business impact, ensuring alignment across the cluster and to the regional marketing strategy
- Supports our work on audiences and market segmentation for the country, working closely with the Marketing Manager in country
- Explains to customers and colleagues within the country the need for compliance with agreed marketing policies and processes, assisting Marketing Manager in the production of reports at country level to demonstrate compliance as needed.
- Champions the deployment of the British Council brand architecture, monitors country compliance, and manages interventions to address and resolve reasons for non-compliance

### **Functional expertise**

- Contributes to the production of marketing materials liaising with all relevant teams by writing, proofreading, editing and designing material produced.
- Produce and upload content for different marketing channels, including country website and social media, making sure they are on brand with no broken links and spelling errors.
- Provides proactive professional advice and support to internal customers to ensure local and SBU specific requirements for the country are high quality, effective and compliant with marketing policy, process and governance.
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.
- Fully-qualified within CIM (or the equivalent by experience), combined with a track record of practice in the field

### **Relationship and stakeholder management**

- Proactively participates in the Marketing Community of Practice and network of marketing professionals developing good working relationships with marketing colleagues across the organisation and the business and operational teams across the cluster they support.
- Develops peer/personal networks within and outside Marketing to enhance own knowledge and expertise.
- Proactively builds and maintains excellent relationships with internal partners and stakeholders to ensure integrated, joined up and future-proofed approaches and solutions

### **Equality, Diversity and Inclusion (EDI) focus**

- Ensures British Council principles and work in EDI are understood and supported internally, with EDI to be a part of the mind set of every employee. This work and principles are also visible to our external audience and are well covered in traditional and digital media

## **Key Relationships:**

### ***Internal***

- Country marketing team

- Country programme teams
- Regional marketing team
- Community of Practice advocates and members

**External**

- Suppliers
- Partners

**Role Requirements:**

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	You must have the right to live and work in the country in which the role is based.	<i>Shortlisting</i>
<b>Direct contact or managing staff working with children?</b>	Yes	<i>Shortlisting</i>
<b>Notes</b>	Criminal record check, medical check, references check	Before final job offer
	Occasional national and international travel and unsocial/evening hours working	

**Person Specification:**

Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Relevant external professional organisations e.g. CIM, Melcrum, GCN, CIPR, WOMMA etc. (or equivalent experience in relevant discipline), native Russian and Ukrainian, fluent written and spoken English (min B2)		<i>Shortlisting</i>

**Role Specific Knowledge & Experience**

<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> <li>▪ Experience in a marketing officer or assistant position at a national level within a medium or large organisation.</li> <li>▪ Experience in digital marketing, social media, digital advertising</li> <li>▪ Demonstrable experience of implementing marketing strategies and plans</li> <li>▪ Demonstrable experience in managing supplier relationships</li> </ul>	Experience in a global organisation	<i>Shortlisting</i>

**Role Specific Skills (if any)**

	<i>Assessment Stage</i>
CIM Marketing Competencies	<i>Shortlisting AND Interview</i>
<b>Insights (Level 2)</b> Identifies and collects information from research and customer feedback as insights	

<p><b>Integrated marketing communications (Level 2)</b>          Contributes to the development of marketing communications campaigns          Delivers integrated marketing communications campaigns using both physical and digital tools</p>	
<p><b>Monitoring and measuring effectiveness (Level 2)</b>          Supports the collection and reporting of measurement data          Supports reviews of marketing activities to identify improvements</p>	
<p><b>British Council Core Skills</b></p>	<p><b>Assessment Stage</b></p>
<p><b>Communicating and Influencing (Level 2) - Relates communications to circumstances:</b> 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.</p> <p><b>Managing projects (Level 2) – Analyses project data:</b> Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p><b>Planning and organising (level 1) – Is methodical:</b>          Able to plan own work over short timescales for routine or familiar tasks and processes.</p> <p><b>Analysing data and problems (level 1) – Is systematic:</b>          Breaks down problems into a list of tasks to be done and decides on appropriate action.</p> <p><b>Managing risk (level 1) - Follows good practice:</b>          Demonstrates understanding of risk management policies and procedures and record of following them.</p>	<p><i>Shortlisting AND Interview</i></p>
<p><b>British Council Behaviours</b></p>	<p><b>Assessment Stage</b></p>
<p><b>Connecting with others</b>          Making regular opportunities to understand others better (Essential)</p> <p><b>Working together</b>          Establishing a genuinely common goal with others (Essential)</p> <p><b>Making it happen</b>          Delivering clear results for the British Council (Essential)</p>	<p><i>Interview</i></p>
<p><b>Prepared by:</b></p>	<p><b>Date:</b></p>
<p>Eda Colbert /          Zeljko Jovanovic</p>	<p>Feb 2018 /          May 2018</p>