

Job Description

Job Title	Maghreb Communications Manager		
Directorate or Region	MENA	Department/Country	MENA
Location of post	Tunis, Tunisia	Pay Band	F
Reports to	Senior Communications Manager, MENA	Duration of job	

Purpose of Job:

To lead the co-ordination and delivery of communications objectives for the British Council in the Maghreb; covering the countries of Morocco, Algeria, Tunisia and Libya.

The person will have a successful track record of working within the corporate communications environment, with specialising in either corporate communications and or PR. The candidate will drive communications initiatives, motivating staff, dealing with media and supporting the communications requirements of the Maghreb leadership and senior members of staff.

The post will be responsible for developing communications strategies and activities that support the regional communications strategy, as led by the Senior Communications Manager, MENA and will undertake duties as directed by him in agreement with the Cluster Lead for the Maghreb.

Context and Environment:

The work the British Council undertakes in the Maghreb is vitally important to the wider regional objectives for the British Council in MENA. Our role as the UK's international organisation for education and culture is to develop the skills of young people and support the creation of stable, open and inclusive societies, so that we create mutual trust and understanding between the UK and Maghreb.

The work is dynamic, often complex and requires strong regional knowledge and experience. The British Council in the Maghreb works with many partners to deliver its objectives, these range from national governments, NGOs, local organisations, trusts, foundations and international bodies such as the EU.

In the MENA region, the Maghreb plays a significant role with key programmes being developed, piloted and rolled out. These programmes allow us to directly engage with millions of young people each year, promoting our values as an organisations and build long term relationships with the UK.

Accountabilities, responsibilities and main duties:

- Plan communications objectives, strategies and delivery for key Maghreb events that include, but are not limited to; the Hammamet Conference Series, British Council LearnEnglishOnline, the Year of English In Algeria and Libyan engagement work.
- Ensure that the Maghreb region is well represented in all internal communications efforts regionally and globally
- Provide communications advice to senior leadership in the Maghreb in the form of background briefings, key message development and interview preparations.
- Act as the focal point between the all communications teams in the Maghreb, providing advice and support where relevant to their locally specific work
- Be involved in all Maghreb wide management meetings to ensure that communications is at the heart of all our activities
- Develop relationships on behalf of the British Council with key media in the Maghreb.
- Develop media pitches, ideas for stories both external and internal that profile our work in the Maghreb.
- Manage service agreements with local vendors and service providers for marketing communication needs: i.e. advertising agencies, publications, associations etc
- Ensure that all Maghreb-wide activity supports the wider regional objectives
- Identification of profile opportunities

Other administrative work: As required.

Key relationships:

Internal: Senior Communications Manager, MENA, Country Directors, SBU Leads, Regional Projects Managers, Local, Regional & UK marketing and communications and digital teams, Maghreb programme leads and communications leads.

External: To develop and maintain active relationships and networks with MENA mass media, journalists, partners, sponsors marketing and communications business in general.

Other important features or requirements of the job

Unsocial/ evening working hours and weekend work may be required.
Participation in business related events is often required.
Over night business trips may be occasionally required.

Please specify any passport and/or nationality requirement	Capacity to travel freely throughout the MENA region & to the UK
Please indicate if CRB checks are required	NA

Person Specification

Competencies	Essential	Desirable	Assessment stage
Behaviours	<p>Being accountable (more demanding): <i>delivering my best work in order to meet my commitments</i></p> <p>Making it happen (more demanding): <i>delivering clear results for the British Council</i></p> <p>Shaping the future (more demanding): <i>looking for ways in which we can do things better</i></p> <p>Connecting with others (essential): <i>Actively appreciating the needs and concerns of myself and others</i></p>		
	<p>Creating shared purpose (more demanding): <i>creating energy and clarity so that people want to work purposefully together</i></p> <p>Working together (more demanding): <i>ensuring that others benefit as well as me</i></p>		Required for the role but not assessed at the Recruitment stage
Skills and Knowledge	<p>Marketing & Communications Communications Skills (Level 2):</p> <p>Fluent level of written and spoken English (C1), French and Arabic (C1) Good presentation skills</p>		Short listing & Interview Test will be conducted for English, French and Arabic

	<p>Experience Experience of working in corporate communications for an international organisation, and or agency.</p> <p>Line management experience desirable.</p> <p>Speaking and Listening skills: Communicates ideas clearly, effectively, persuasively to an individual or a group Varies speaking style according to audience States different and/or critical opinions without causing offence Delivers presentations effectively Acts as a sounding board for colleagues Listens empathetically (paying attention to words, feelings and thoughts of the speaker, and responding appropriately)</p> <p>Understanding the audience: Analyses the communication needs of specific target audiences</p> <p>Understanding tools and media: Is aware of and understands how to use a wide range and the right combination of communication tools as appropriate Understands the impact of different tools Evaluate effectiveness of communications</p> <p>Knowledge sharing: Demonstrates commitment to sharing information and knowledge with colleagues</p>		
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	throughout the organisation Able to build appropriate networks Encourages others to share information and knowledge with one another.		
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Experience	<ul style="list-style-type: none"> • At least 5 years experience working in a Marketing and communications delivery role. • Evidence of ability to develop a regional communication strategy as well as campaign planning. • Evidence of success in implementing large-scale, results-orientated marketing campaigns • Proven understanding and experience of audience segmentation and development of targeted messaging. • Strong presentation abilities • Excellent project management skills 		
Qualifications	University Degree	Post -Graduate Qualification in a related field	

Submitted by	Paul Maloney	Date	April 2015
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