

Job Description
Ref no:

Job Title	Marketing and Communication Officer		
Directorate or Region	MENA	Department/Country	Marcomms /Tunisia
Location of post	Tunisia	Pay Band	H
Reports to	Karama/Dignity Project's team	Duration of job	Fixed Term Contract for 16 months

Purpose of job:

To ensure the visibility of The EU funded project "Karama-Dignity" through effective marketing and communications activities

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

Following the Tunisian revolution, the British Council Tunisia has an expanding programme of activity across all business areas – Teaching, Exams and Grant and Partnership operations. Within the EU funded project Karama/Dignity, the Marketing and Communications officer will have to implement the communication activities requested to ensure the visibility of the project.

Accountabilities, responsibilities and main duties:

Building up and implementing the communication plan of the project through:

- Drafting a communication plan according to the EU visibility manual, and liaising with the Communication Manager of the EU Delegation for approval of all information tools
- Defining the project brand with graphic designer, and respecting the EU visibility rules as well as British Council and partners' visual presence
- Webpage creation and update (applications in French/English/Arabic, project information page for news announcements, team contacts, links, experts of multimedia subjects, etc...)
- Production and translation in French/English/Arabic of communication tools (brochures, newsletter, event planning, etc.)
- Preparing and organising all logistics for public events related to the project (e.g. database of stakeholders, policy-oriented objectives definition, speech allocation, invitations, event management, etc.)

Key relationships: (include internal and external)

Internal :

BC Programmes Manager

BC Project Manager

TAMSS Programmes Manager

TAMSS Project Coordinator

External:

European Union agencies

Media contacts

Design agencies (graphic designer)

Other important features or requirements of the job

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

Some unsociable hours when covering a BC event.

Ensure safeguarding and guidelines are applied and upheld in line with standards and policy for the following areas:

- Child protection
- Equal Opportunity and Diversity
- Health and safety

Please specify any passport/visa and/or nationality requirement.

Ability to work in Tunisia and travel when needed

Please indicate if any security or legal checks are required for this role.

NA

Person Specification

	Essential	Desirable	Assessment stage
Behaviours	Being Accountable (More demanding) Connecting with Others (Essential) Working Together (More demanding) Making It Happen (Essential) Creating Shared Purpose (Essential) Shaping the Future (essential)	Crisis mitigation skills/solving attitude Excellent time management and organizational skills Ability to work under pressure, meet deadlines Creativity and resourcefulness an asset Good knowledge of MS Office applications	Interview Interview Interview Interview Required for the role but not assessed during application stage Required for the role but not assessed during application stage
Skills and Knowledge	<ul style="list-style-type: none"> Marketing & customer service (Level 1) Communications skills (Level 2) Computer skills (Level 2) Fluent English, French and Arabic (spoken and written) 	Communication materials and reports in English and French	Short listing and/or Interview
Experience	<ul style="list-style-type: none"> Working with journalists Working with design and communication agencies 	<ul style="list-style-type: none"> Conducting market research Market research analysis Experience in international-funded grant management 	Short listing and/or Interview
Qualifications	<ul style="list-style-type: none"> Marketing or Communications University degree qualification 	<ul style="list-style-type: none"> Marketing qualification 	Short listing and/or interview

Submitted by		Date	01/09/2014
--------------	--	------	------------