

Role title: *Communications Manager*

Location: *Tunisia*

Start date: *1 February 2019*

End date: *30 April 2020*

Deadline for applications: *24 January 2019*

About us

The British Council is the UK's international organization 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.

About the Strengthening Resilience programme

Strengthening Resilience in MENA II (SR2) is a three-year programme which aims to strengthen young people's resilience – their ability to 'survive and thrive' whatever pressures and hazards they confront. It is funded by the EU and delivered by the British Council with UK and French government partners. It is implemented in Tunisia, Morocco and Lebanon and is scoping and aiming to pilot the approach in Algeria and Jordan.

Role description

The Consultant will be responsible for development, monitoring and evaluation communications campaigns, and capacity building activity, which aim to deliver the project outcomes, working closely under the guidance and support of specialist colleagues but reporting in to the in-country British Council Project Manager.

Responsibilities:

1. Lead in working with project partners to input to national level project plan.
2. Contextualise concepts and co-develop strategic briefs, develop, deliver and evaluate campaign or capacity building activity.
3. Support the development of partner brands, products, events and media campaigns – be they on behalf of government or CSO partners – in support of project outcomes
4. Manage the procurement of and relationships with third party suppliers of communications services from either civil society or the private sector.



5. Develop and manage all-media content development and public relations opportunities through appropriate news and cultural media outlets at local and national level.

Role requirements

Attributes of the successful candidate:

- English, French and Arabic Speaker
- Organized, valuing planning, structure and attention to detail
- Confident communicator, sufficient to inspire respect across the project team
- Self-reliant, good problem solver, results oriented
- Able to make decisions in a changing environment and anticipate future needs
- Self-motivated and self-managing, with the ability to manage under pressure
- Ability to operate as an effective tactical as well as strategic thinker
- Committed to continuous self-development and learning
- An idea-generator with an eye for design and an understanding of the power of storytelling;
- An understanding and proven experience engaging with and motivating hard-to-reach audiences
- Equipped to interact with and observe beneficiaries and to analyse their engagement with and response to the project relative to overall project objectives
- Ability to deliver high quality work, quickly, in a dynamic organisation under time pressure

Specific duties and responsibilities:

- Work with partners and stakeholders to coordinate campaign activity
- Work with partners and stakeholders to develop a campaign narrative and key messages for consistent delivery across all campaign platforms
- Campaign planning and delivery, including project management (project delivery, financial management, and risk management)
- Create campaign production schedules, monitor activity and notify stakeholders of relevant outcomes, fluctuations, and plans
- Participate in selecting external agency suppliers and managing day-to-day relationships with them
- Develop metrics and track integrated campaign effectiveness according to project standards and formats for internal reporting and system audit, and design and report to internal and external constituents on program outcomes/progress
- Routinely collect and analyse data to troubleshoot, to understand issues and identify solutions; proactively plan for contingencies
- Undertake quality control of supplier products, as agreed with Campaign & Delivery team



- Ensure approvals are obtained on all appropriate activities
- Prepare and disseminate regular summary reporting for senior management at national and central level

How to apply

Applicants should submit a proposal including the following:

- An up to date CV;
- A minimum 3 examples of previous campaigns and creative work;
- 2 Previous Consultancy or Employment Referees
- Day rate

Submissions to be sent to: salma.rhimi@tn.britishcouncil.org before the deadline for applications indicated above.

*Please note, we can only respond to successful applicants and only within **5 working days** of the application deadline.*

