

Role Title

Communications Manager, Poland

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Policy, Advisory & Expertise	PB6 / Local Grade G	Warsaw, PL	Definite	Head of Marketing, Poland

Role Purpose

The purpose of this role is to oversee the development and execution of communications planning and implementation (internal & external) within Poland. The Communications Manager will be responsible for internal and change communications; external communications planning and delivery, including digital, media, PR, events and stakeholder communications within the country. The role will concentrate largely on Arts, Culture and Education programmes but will also support other areas of the organisation when needed.

They will work closely with internal and external key stakeholders, execute plans that strengthen and integrate marketing initiatives to continue to engage current audiences, identify and attract new ones and create greater awareness of the British Council.

This is an important role that will suit an experienced communications professional with exceptional interpersonal and communication skills, the ability to make things happen, as well as specific project management experience.

They will have a good understanding of emerging technology and its role in modern communication techniques. They will be assertive, driven, and accountable. The post holder will be enthusiastic and passionate about what they do, be innovative and creative, and have a strong outcome focus and commitment to a high level of professionalism. They can maintain confidentiality and exercise discretion.

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.

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.

Communications is part of the Marketing Centre of Excellence, leading global strategy and plans across internal and change communications, media and PR, crisis communications, events management and digital communications.

Main Opportunities/Challenges for this role:

- Developing a country communications plan which aligns with the regional communications strategy and plan, and ultimately with the British Council's global communications strategy. The plan must support country strategies and goals and country programmes and activities
- Leadership and management of crisis communications and media relations in country, working closely with Regional Head of Communications
- Strategic oversight of the communication of the British Council's profile to internal and external stakeholders in country

Main Accountabilities:

Communications strategy, planning and delivery

- Develops the country communications plan and manages implementation, ensuring alignment to the regional communications strategy and plan, and effective impact
- Manages the development and delivery of internal and external country communications campaigns, advice and activities, ensuring that messages are consistent and support the regional and global communications strategies as part of overall Marketing strategy and plans
- Provides strategic oversight in communicating the British Council's profile to internal and external stakeholders in country working closely with the Country Director
- Leads and manages country media relations activities
- Oversees digital owned media channels and ensures high quality of editorial standards in Polish and English; ensures that all online and social media content is in accordance with corporate policies and standards, especially Brand Guidelines, complies with data protection legislation
- Ensures that communications in country maintains the reputation of the British Council
- Plans and co-ordinates country internal and change communications activities to improve effectiveness, audience impact and eliminate duplication to ensure employees at every level have the right information to perform their roles
- Ensures that country internal, change, media and stakeholder communications risks and issues are effectively managed and mitigated with support from the regional Head of Communications
- Ensures that communications messages are consistent, are aligned to global and regional communications strategy and support the British Council brand

Consultancy, analysis & problem-solving

- Applies advanced communications expertise to provide advice to the Country Director and country business leads and develop and deliver agreed programmes of work
- Applies analytical approaches to identify and assess current state of country communications, define opportunities for improvement, develop and implement agreed projects and initiatives, ensuring consistency with regional communications strategies, plans and approaches and global strategy where appropriate
- Develops appropriate communications initiatives and interventions to support country business needs, aligned to global and regional communications strategies, plans and

approaches

- Presents complex information clearly, producing tailored presentations, which convincingly influence decision-makers about the case for country communications initiatives

Internal customer focus

- Builds an in-depth understanding of the country operational context, opportunities and challenges for communications
- Makes appropriate linkages to issues across the broader organisation and region, to ensure that the development of country communications projects and initiatives is based on informed business insight and joined-up thinking
- Proactively seeks internal customer and other stakeholder feedback to monitor satisfaction with the standard of communications/media relations and PR advice and business support provided, enabling improvements to be made where issues are identified

Service improvement

- Ensures joined up planning and delivery of communications projects and initiatives across the country
- Owns and manages the country intranet, and leads the creation of digital stories
- Ensures consistent application of agreed global communications and brand standards, templates and processes
- Reviews impact and effectiveness of country communications projects and initiatives, and identifies opportunities for improvement

Functional expertise

- Provides expert advice, support and challenge on communications to internal customers and other stakeholders in country
- Develops high quality and effective country communications plans and solutions using established processes, tools and systems to ensure consistency
- Proactively pursues an annual cycle of formally recognised Continuing Professional Development to maintain and deepen their professional expertise.

Commercial & financial management

- Using agreed corporate systems and processes, plans and manages the budget for country communications projects and initiatives
- Conducts monthly and year-end reporting on progress against plan and deliverables, budget, and management of issues and risks
- Shows an understanding of value for money/cost effectiveness in the advice, recommendations or service support provided across the remit of country communications.

Relationship & stakeholder management

- Ensures solid and beneficial relationships with marketing and communications professionals globally and within country
- Actively participates within the Marketing Community of Practice and communications networks
- Develops peer/personal networks within and outside the wider Marketing function to enhance own knowledge and expertise.
- Proactively builds and maintains excellent relationships with both internal and external stakeholders

Leadership & management

- Plans and prioritises own work activities to ensure effective delivery of diverse responsibilities and deliverables over a quarterly to annual time horizon
- Determines work plans and coordinates input from others (who may be outside the direct management line) to meet specific objectives

Key Relationships:

Internal

- Country Marketing team/head
- Regional Marketing Director and leadership team
- Regional Head of Communications
- Country Director
- Country Senior Management team
- SBU programme leaders
- Global Marketing Centre of Excellence leaders
- Marketing Community of Practice advocates and members

External

- Country media
- Suppliers
- Marketing & Communication Agencies – Creative, Media, PR, and Digital
- Partners / donor organisations

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	You must have the right to live and work in the country in which the role is based.	<i>Shortlisting</i>
Direct contact or managing staff working with children?	No	<i>N/a</i>
Notes	Occasional national and international travel and unsocial/evening hours working	
Person Specification:		Assessment stage
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Strong level of written and spoken [country language] (C1 level)		<i>Shortlisting</i>
Strong level of written and spoken English (C1 level)		
Relevant degree e.g. communications, journalism, marketing, or equivalent level of experience	Relevant external professional accreditation.e.g. CIM, Melcrum, GCN, CIPR, WOMMA etc. (or equivalent experience in relevant discipline)	<i>Shortlisting</i>
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Considerable experience in managing communications within a large and complex organisation. ▪ Demonstrable experience in providing 	<ul style="list-style-type: none"> ▪ Experience in a global organisation 	<i>Shortlisting</i>

<p>expert advice and guidance on internal and external communications</p> <ul style="list-style-type: none"> ▪ Demonstrable experience in managing and mitigating internal and external communications risks and issues 		
Role Specific Skills		Assessment Stage
<p>Government Communication Service Professional Competency Framework</p> <p>Insight</p> <ul style="list-style-type: none"> • Develop measurable communication objectives to support the delivery of policy/business priorities • Ensures strategies take into account the recommendations and lessons learnt from evaluations of previous campaigns • Review communication and media plans to ensure activities reflect policy developments and the emerging news agenda • Develop a strong understanding of different internal audiences. Use this knowledge to ensure the tone language and format of internal communication is easily accessible to and read by a range of staff groups <p>Ideas</p> <ul style="list-style-type: none"> • Design integrated communication strategies and examine it with existing plans • Initiate and lead the development of both reactive and proactive, integrated media campaigns that build on insight and tracking data. • Develop innovative digital communication strategies; Draw on knowledge of emerging trends in digital services and social media and apply this knowledge when developing content and channels. • Draw on audience insight to develop innovative internal communication strategies, selecting the most appropriate channel mix and ensuring content is both topical and timely. <p>Implementation</p> <ul style="list-style-type: none"> • Demonstrate strong written communication skills. Provide advice and guidance to colleagues on writing clearly for target audiences • Demonstrate strong editing skills to ensure quality and timely press releases, rebuttals and lines to take in response to developing stories • Provide support and clarification to managers to ensure they are confident in delivering key messages and to strengthen the internal communication cascade <p>Impact</p> <ul style="list-style-type: none"> • Analyse evidence to assess effectiveness of communication and identify lessons learned • Analyse media monitoring results to assess the effectiveness of media strategies and inform future proactive and reactive media campaigns • Assess the effectiveness of digital communications. Use the results of user feedback, tests/pilots and effectiveness indicators to improve digital communication and the user experience • Assess the effectiveness of internal communication at Country 		<p><i>Shortlisting AND Interview</i></p>

<p>level and act on staff feedback to ensure that communication is timely, relevant and meets the needs of the business and internal country audiences</p> <p><i>All at Level 3</i></p>	
British Council Core Skills	Assessment Stage
<p>Communicating and influencing (level 3). Is creative and Adaptable in Communications Able to use a range of non-standard and creative approaches to inform, and persuade others, extending beyond logical argument to influence decisions and actions in a way which is inclusive and engaging.</p> <p>Managing Project (level 2) Analyses project data Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Planning and Organising (level 2). Plans ahead Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> <p>Analysing data and problems (level 3). Analyses patterns Seeks out and examines a range of information to identify patterns, trends and options, to solve multifaceted and complex problems.</p> <p>Managing risks (Level 1) – Follows good practice: Demonstrates understanding of risk management policies and procedures and record of following them.</p>	<p><i>Shortlisting AND Interview</i></p>
British Council Behaviours	Assessment Stage
<p>Connecting with others Actively appreciating the needs and concerns of myself and others (more demanding level)</p> <p>Working together Ensuring that others benefit as well as me (more demanding level)</p> <p>Making it happen Challenging myself and others to deliver and measure better results (more demanding level)</p>	<p><i>Interview</i></p>
Prepared by:	Date:
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