

Job Description

Ref no:

Role Profile

Job Title	Digital Communications Manager		
Directorate or Region	EU	Department/Country	Marketing and Communications
Location of post	Bucharest	Pay Band	G
Reports to	Head of Arts and Marketing Manager	Duration of job	2 years, renewable by mutual agreement

Purpose of job:

To raise the profile of the British Council in Romania through development and implementation of effective communications strategies, with a strong focus on digital, that are aligned with marketing and programme objectives.

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

In line with our aspiration to grow the scale and impact of our work, we are becoming more reliant on using online channels to reach our target audiences and to engage them in our work in English, the Arts, Education and Society.

It is essential that the British Council's reputation is strengthened and its value demonstrated, especially to partners, and the organisation is recognised as one that others want to work with.

The Marketing and Communications team leads on communication, digital platforms and branding for the whole Romania office (Bucharest, Iasi and Cluj-Napoca), and for marketing on a request basis. It is crucial for the British Council Romania to further raise our profile through the right communication channels in order to promote our activities, which are to create international opportunities and build trust between the people in the UK and Romania. Marketing and Communications is essential to be able to meet our objectives, through telling our story and sharing the British Council's expertise in promoting the UK's cultural and educational opportunities to new and existing audiences who wish to engage with us.

The Digital Communications Manager manages an integrated, digital communication platform for the British Council Romania and will plan communications objectives and delivery for British Council events and activities in Romania across our programmes and, where required, in coordination with wider regional activity.

The post holder works closely with the Head of Arts and projects' colleagues to ensure communication plans are integrated within programme and project delivery plans, manage the communication budgets and report on success. He/She will work also with the Marketing Manager to ensure an integrated communication approach of our English and Exams business as well.

As the British Council is strongly committed to communication through digital channels, the position holder has at least 3 years of professional experience in digital communications, including experience in developing, implementing and evaluating effective communication strategies and plans using a wide range of communication tools.

Solid knowledge of the current digital environment is essential and experience in using web and graphics editing tools (eg. Photoshop) is desired. Excellent communication and writing skills both in English and Romanian are required.

Accountabilities, responsibilities and main duties:
(including people management and finance)

Manage digital platforms and social media channels for the British Council Romania

- Responsible for communications through corporate digital channels such as: the corporate website, e-newsletter, Facebook, Twitter, Youtube.
- Work closely with local and regional teams to make sure the website is up to date, produce the bi-monthly e-newsletter, planning and posting content accurately and timely on social media and develop plans to increase web traffic and social media reach according to targets.

Deliver an excellent quality of content for internal and external audiences

- Develop a suite of editorial content in both Romanian and English that is of high-quality, relevant and interesting to a variety of external and internal audiences, for multiple online and offline channels.
- Draft and review corporate messages and thematic communications briefs for target audiences.
- Develop and review online and offline content produced by other teams. Supervise copy-writing, proofreading, translation and content editing tasks.

Plan, deliver and review communication plans for the projects portfolio (Arts, Education & Society)

- Work closely with Head of Arts and local teams to ensure visibility and audience engagement for projects developed or implemented locally within the agreed budget and targets.
- Identify partnership opportunities
- Ensure that projects are marketed to the highest standards in print (press, publications), digitally (websites, social media) and at events (performances, exhibitions, conferences workshops and meetings).

Lead on the production of promotional materials

- Supervise production, design, and branding of communications on corporate items and for the specific projects developed in Romania on Arts, Education and Society and develop relations with external vendors and agencies
- Manage, alongside the marketing manager, the production of communication collaterals.
- Perform in-house graphic design work (flyers, posters, web-banners, etc.) to support the communication activities where necessary

Develop and maintain relationships with key media stakeholders

- Be the main point of contact for media enquiries, and manage ongoing media relations
- Seek opportunities for public engagement to raise corporate profile and reputation. Produce corporate press releases and news stories for the media and guide staff on media interviews.

Liaise with global and regional communications teams, brand team, digital and social media team

- Ensure all internal and external communications are according to British Council brand and corporate identity standards and get advice, guidance and support as and when needed.
- Relationship management within the region: work closely with EU Digital and Communications teams, and other knowledge champions in the region as an active member
- Ensure that British Council Romania is well represented in all internal British Council communications efforts regionally and globally

Reporting and evaluation for the projects and partnerships portfolio

- Act as local REF (Results and Evidence Framework) Coordinator for the projects and partnerships portfolio (Arts, Education & Society, English): work closely with local teams to gather and input relevant audience data in SAP and report to the Regional Evaluation Manager.

Key relationships: *(include internal and external)*

Internal

- Country Director Romania and Country Leadership Team
- Romania Projects and Partnerships team
- Romania Marketing Manager
- EU Digital and Marketing & Communications teams
- UK and global British Council Marketing and Communications networks

External

- Programme/project stakeholders
- Advertising agencies (including digital) and local vendors
- Journalists, media editors and contacts in Romania
- Partners
- British Embassy and UK stakeholders
- Marketing and communications professionals

Other important features or requirements of the job

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

- Good judgement in assessing what is appropriate for us to communicate to an external audience
- Occasional unsociable hours in the evenings and weekends if required to attend events.
- Occasional travel within Romania and overseas

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

Candidate must have the right to work in EU and to travel freely to other EU countries.

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

Child protection self-declaration supported by criminal record check.

Person Specification

	Essential	Desirable	Assessment stage
Behaviours	<p>Make It Happen (essential) Delivering clear results for the British Council.</p> <p>Working Together (more demanding) Creating a shared purpose with others who have very different aims. Spirit of team working.</p> <p>Connecting with Others (more demanding) Builds trust and understanding with people who have very different views. Able to see things from different perspectives.</p> <p>Being Accountable (most demanding) Delivering my best results in order to meet my commitments.</p>		Interview
Skills and Knowledge	<ul style="list-style-type: none"> - Demonstrable and in depth understanding of digital products and technologies. - Excellent written and verbal communication skills in both Romanian and English. Strong editorial judgement. - Proficient in MS Office. Knowledge of working with graphic design tools (eg. Photoshop) is desired. - Good analytical skills. Able to comprehend data and identify key issues, cause and effect and prioritise. - Interest in the areas of culture and education. 		Short listing and Interview

Experience	<ul style="list-style-type: none"> - At least 3 years relevant experience of working in a communications role in a large organisation, including experience of working with digital platforms. - Excellent editorial experience of commissioning, writing, producing and editing copy and multimedia content for digital platforms and communications materials. - Experience of online content production, website content management and the management of corporate social media accounts, including running social media campaigns. - Manage and oversee the production of promotional materials. - Experience of implementing good practice and high editorial standards. - Experience of gathering and analysing web statistics and producing reports. - Experience of managing a budget. - Experience of developing and managing community engagement. - Media relations experience and editorial ability, with experience of working in high pressure campaigns and initiatives. - Strong presentation abilities. - Excellent project management skills. 		Short listing and Interview
Qualifications	<ul style="list-style-type: none"> - Undergraduate degree in Communications, Journalism, Public Relations or a related discipline. - Postgraduate education and/or professional qualifications are an advantage. 		Short listing

Submitted by	Nigel Bellingham	Date	11 December 2017
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