

Job Description

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| Job Title | Marketing and Communications Manager | | |
| Strategic Business Unit | TVET IV | Location | Islamabad |
| Pay Band | Consultancy Contract (Long Term) | Contract Duration | 4.5 Years Consultancy Contract |
| Deadline to Apply: 11th February 2024 (11:59 PM) | | | |

About the project

This project is a 54-month programme jointly co-financed by the European Union, the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ and the British Council and the overall objective of this action is to contribute towards strengthened inclusive socio-economic development of Pakistan, with sufficient skilled and relevant human capital available to meet private sector needs.

The British Council is leading on € 10 million funding for component 4; to increase availability of skilled female labour force in digital skills and high-tech professions. The British Council through delivering the component 4 of the project aims to develop high quality, relevant and inclusive TVET system with improved progression pathways to higher education and employment for Women, including refugee and returnee, and women with disabilities.

The project will be implemented in Khyber Pakhtunkhwa, Baluchistan and Gilgit Baltistan with an aim to develop and roll out new digital skills and high-tech CBT&A packages in Robotics, Artificial Intelligence, IoTs, and Data Science/Analytics including green skills and life skills as cross-cutting modules in collaboration with private sector, to be endorsed by federal authorities. The project will also establish two CoEs with the focus on digital skills and high-tech to offer career-focused training programmes to build the capacity of institutions for sustainability through teacher training, internationally accredited Digital Centre of Excellence and Public Private Partnership for the employment of trained students. This will also include women/ girls, persons with disabilities, migrants, returnees, and refugee communities as part of the target group.

About the role

The Marketing and Communications Manager will be responsible to develop and implement the communications plan and for internal and external communications planning and delivery, including media, PR, events, and stakeholder communications, and executing internal and change communications for the TVET IV project.

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 project.

The appointee will have responsibility for:

Strategy and Planning

- Manages implementation of communications strategy and plan, ensuring alignment to project communications and implementation strategy, and effective impact.
- Manages the delivery of internal and external communications campaigns, advice, and activities, ensuring that messages are consistent and support the project communications strategies.
- Manages communication of the British Council's TVET project to internal and external stakeholders working closely with the wider project team.
- Manages crisis communication activities and ensures that communications protect and build the reputation of the project.
- Ensures that internal, change, media and stakeholder communications risks and issues are effectively managed and mitigated with support from the wider project team.
- Ensures that communications messages are consistent, aligned to project communications strategy and support the British Council brand.

Consultancy, analysis & problem-solving

- Applies advanced communications expertise to provide advice to project teams and deliver on agreed project indicators.
- Applies analytical approaches to identify and assess current state of communications, define opportunities for improvement, implement agreed projects and initiatives, ensuring consistency with communications plans and approaches.
- Presents complex information clearly, producing tailored presentations, which convincingly influence stakeholders about the project initiatives.
- Builds an in-depth understanding of the operational context, opportunities, and challenges for communications.

Subject/Sector expertise

- Delivers high quality and effective communications plans and solutions using established processes, tools, and systems to ensure consistency. Provides expert advice, support, and challenge on communications to colleagues and other stakeholders.

Commercial and financial management

- Conducts monthly and year-end reporting on progress against plan and deliverables 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 project communications.

Relationship and stakeholder management

- Develops peer/personal networks within and outside function to enhance own knowledge and expertise.
- Proactively builds and maintains excellent relationships with both internal and external stakeholders.

Leadership and 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.

Safeguarding

- Complete Introduction of Safeguarding e-learning courses (Mandatory e-learning course)
- Due diligence for Safeguarding is conducted where applicable.
- Ensure that the strategic partners understand the safeguarding code of conduct and comply with the safeguarding standards related to children /adult when conducting British Council activities.
- Ensure protection of data related to children and adults.
- Ensure strict application of safeguarding in planning, implementation and monitoring of TVET IV project activities.
- Escalate Safeguarding issue to the safeguarding focal person and team lead.

Reporting and Line Management:

The Marketing and Communications Manager will report to Team Lead.

Required qualifications and experience.

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| Skills and knowledge | <ul style="list-style-type: none"> • Demonstrable experience in managing communications within a large and complex organisation or agency. • Experience in providing expert advice and guidance on internal and external communications. • Experience in managing and mitigating internal and external communications risks and issues. • Proven record of editorial experience (i.e. proofreading, translation, knowledge of different content types, etc.) • Creative approach to implementing and evaluating communication activities | |
| Experience | <ul style="list-style-type: none"> • More than 4 years working in relevant field. | |
| British Council values and behaviours | British council values and behaviours are applicable across our organisation, in all roles and at all levels. They are important because they say what we stand for at the British Council and help us to deliver our strategy. We use them to guide our decision making, as well as guiding how we treat one another | |

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| | <p>and the people we work with. These will be assessed in the selection process. Our values are: Open and Committed; Expert and Inclusive; Optimistic and Bold.</p> <p>For further information please visit the below pages.</p> <ul style="list-style-type: none"> • https://www.britishcouncil.org/sites/default/files/bc_behaviours.pdf • https://www.britishcouncil.org/about-us/our-values | |
| Condition of employment | <p>Proof of Identity requirements/right to work in country.</p> <p>Candidates are expected to have researched whether they have the right to live and work in the Pakistan in which the role is based.</p> | |

Submission guidelines:

- Email subject: Application for 'Post title'
- KINDLY SHARE YOUR CVS ALONG WITH COVER LETTERS ON THE FOLLOWING ADDRESS: tvvet.iv@britishcouncil.org.pk
- Applicants failing to comply with the above-mentioned guidelines will not be considered.
- Only Shortlisted candidates will be called for interviews.