

EDUCATION MANAGER WESTERN BALKANS

DECEMBER 2017

Role Title

Education Manager Western Balkans

Role Information

Role Type	Pay Band	Location	Duration	Reports to
Business Delivery	PB6/G	Belgrade, Serbia	Indefinite	Head of Education Western Balkans

Role purpose

This role will be responsible for management, delivery, and measurement of impact of the British Council work in education across the Western Balkans, ensuring it meets financial and impact targets, in accordance with wider regional, cluster, sector and corporate priorities and which generates value to the UK.

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.

Geopolitical/Strategic Business Unit/Function overview:

The British Council in the Western Balkans is part of the Wider Europe region of fifteen countries which borders the Middle East to the south, Asia to the east and EU Europe to the west. The region's population, currently around 335 million, will be 2 billion people by 2050, with the majority living in an urban environment.

In the Western Balkans we create friendly knowledge and understanding between the people of the UK and other countries. We have more than 75 years of experience in the Western Balkans and six offices across the region. We work with local, UK and international partners. We design and implement programmes, deliver donor funded contracts, offer advice and consultancy to governments, deliver training programmes, administer international exams, teach English and run English testing for organisations and institutions, advise UK companies on market opportunities and provide information about the UK.

Instability, corruption and weak rule of law in the Western Balkans countries directly impact on the security and prosperity of the UK and the rest of Europe. Once again, tensions across the Western Balkans region are high with rising nationalism and growing religious sentiment. The role of competing external influences is pulling the region in different directions and further

escalating the existing tensions. Despite economic improvements, GDP per capita is low. Youth unemployment is one of the highest in the world (up to 60 per cent) prompting concerns that with such bleak economic prospects the six countries will become a breeding ground for extremism.

To help ensure a secure and prosperous future for the people of the Western Balkans, we work with governments, international organisations, businesses and other partners on institutional reform and capacity building. We enable professionals and young people to gain international skills and qualifications that will help them prosper and build a better future. Our key area of focus is on skills and schools, with English as a key skill which supports this objective. We work in visual arts, film and music to build trust and understanding between people in the UK and the Western Balkans. Through our digital platforms, over 2 million people each year discover more about UK culture and education.

Our current flagship programmes in education are New Technologies in Education a conference and fair that attracts 7,000 people from around the region and 21st Century Schools which builds the capacity of teachers to teach students critical thinking and digital skills with practical knowledge of how to code

Main opportunities/challenges for this role

Opportunities

- In cooperation with the Western Balkans Head of Education and the Western Balkans leadership team the post holder will work on development of strong and productive relationships in order to position the UK as the country to go to for international collaboration in education and the British Council as the best facilitator of this.
- Working closely with sector heads, the post holder will support key existing partnerships and ensure fit with our mission and integration of our offer.
- Grow our business in education, such as developing new customer facing services, securing partnership and sponsorship income, and making an important contribution to our contracts targets in the Western Balkans.

Challenges

- Contribute to ensuring that current business delivery models are fit-for-purpose and building sustainable models and processes for future sustainability as appropriate, in alignment with regional and corporate strategies.
- Contribute to significantly increasing our capacity to develop new streams of local income and/or generate resources through partnership working, maintaining and developing a dynamic programme of external partnerships, and through fundraising.

Main accountabilities for this role:

This role will manage and coordinate the delivery and business development activities of the education programme across the Western Balkans and will work with colleagues in Belgrade, Podgorica, Pristina, Skopje, Sarajevo, and Tirana. As part of the wider regional and cluster team the post holder will work on developing strategic partnerships and securing funding to ensure successful delivery of agreed objectives and plans for the British Council and its clients.

Strategy, planning and programme delivery

- Working with the cluster teams and partner organisations, to manage the implementation of all aspects of programme delivery.

- Working closely with the Western Balkans Head of Education, senior leadership team and regional education leads, to manage the development of an education programme for the Western Balkans, which is market led and results oriented. Critical to this will be to grow the depth and breadth of audience engagement, including digital. The portfolio currently concentrates core skills and technology in schools and entrepreneurship. The post holder will maintain an overview of all areas of education and skills, including school education, in order to identify any further business opportunities in these areas, particularly in conjunction with our work in English.
- Manage implementation of the Western Balkans education programme including event management, planning, organising and negotiating activities to contribute to delivery of successful, high quality activities and strategic impact.
- Contribute to planning and ensuring an appropriate balance is struck between country/ regional/sector priorities and market opportunities.

Products and Services

- Deliver agreed plans within expenditure and income budgets, on time and to agreed quality standards as agreed with the Western Balkans Head of Education.
- Working closely with the Western Balkans Head of Marketing and Communications meet all audience targets and ensure media coverage is received, monitored, evaluated and reported in line with corporate standards and methodology.
- Develop opportunities for wider online engagement with stakeholders.
- Maintain and develop a strong understanding of education in the Western Balkans and the UK.

Market building and brand positioning

- In cooperation with the Western Balkans Head of Education work on identifying sponsorship and funding opportunities.
- Develop and maintain a database of contacts.
- Build and maintain excellent relationships with internal partners and external stakeholders, to ensure effective and integrated delivery of agreed business objectives.

Operational management

- Project monitoring (data analysis), evaluation and reporting.
- Monitor and review performance against plan, taking remedial action where required, to ensure achievement of agreed targets.
- Be responsible for finance and audience targets.

Leadership & management

- Develop, motivate and lead cluster H grade Project Coordinators, for whom a percentage of their roles are delegated to education projects across the cluster, to ensure this creates the right performance climate to achieve objectives.
- Manage any other members of staff or external consultants from whom project support may be needed, ensuring effective contractual management of part-time and temporary staff and consultants when relevant.
- Ensure that all aspects of projects and activities comply with the British Council codes of practice, industry regulations and policies including but not limited to our policies for Child Protection, Equality, Diversity and Inclusion, Environment and our brand guidelines.

Key Relationships:

Internal

- Western Balkans Head of Education;
- Western Balkans Head of Marketing and Communications;
- Western Balkans leadership team;
- Wider Europe Education team;
- Project delivery coordinators across the Western Balkans;
- The Western Balkans Business Development team.
- The Western Balkans exams teams.

External

- Key individuals in Ministries where appropriate;
- The British Embassy;
- Higher Education institutions and Further Education colleges;
- Project partners;
- Funding partners (including Embassy/International Organisations/Corporates)

Role requirements:

Threshold requirements:		Assessment stage
Passport requirements/ right to work in country	Pre-existing right to work in Serbia	Shortlisting
Notes	Travel within the Western Balkans, to the UK and to other countries in the Wider Europe region. While core working hours are agreed with the line manager, there will be some evening and occasional weekend responsibilities.	Shortlisting
Person specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment stage</i>
▪ Fluent written and spoken English and language relevant to the WB country (minimum C1)		Shortlisting, Interview AND Testing
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>

Degree level qualification or equivalent experience in specialist area relevant to the job.	Project management qualification or degree in a relevant field.	Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment stage</i>
- Minimum 3 years' relevant experience of managing and delivering complex education programmes. - Experience of leading teams to ensure successful delivery of projects. - Experience of financial planning and management. - Experience of projects management including monitoring and evaluations and risk assessment. - Excellent written and oral communication skills. - Fluency in use of IT, digital platforms and social media. - Experience of working with a diverse and dispersed team.	Experience of working with Scorecard and SAP.	Shortlisting AND interview
British Council core skills		<i>Assessment stage</i>
Communicating and influencing – Level 2 <i>Relates communications to circumstances</i> - Displays good listening, writing and speaking skills, setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences.		Shortlisting AND interview
Managing people – Level 2 <i>Supervises a small team</i> - Supervises a small team of people doing similar jobs to deliver short term tasks to agreed quality and time standards.		Shortlisting AND interview
Managing finance and resources – Level 2 <i>Uses financial systems and processes</i> appropriately as part of the job and on behalf of a team.		Shortlisting AND interview
Managing risk – Level 1 <i>Follows good practices</i> - Demonstrates understanding of risk management policies and procedures and record of following them.		Shortlisting AND interview
Commercial and Business Development – Level 1 <i>Reviews data</i> - Applies a range of standard analytical techniques to support business development, e.g., pricing tools, revenue tracking, monitoring sales		Shortlisting AND interview

prospects, audience figures or profit margin.	
British Council behaviours	Assessment stage
Working together (more demanding): Creating the environment in which others who have different aims can work together.	<i>Interview</i>
Being accountable (more demanding): Showing real dedication to the long-term mission of the British Council or the team.	<i>Interview</i>
Connecting with others (essential): Making regular opportunities to understand others better.	<i>Interview</i>
Making it happen (essential): Delivering clear results for the British Council.	<i>Interview</i>
Shaping the future (essential): Changing the nature of what we do and the benefits we gain by thinking and planning with creativity.	<i>Performance management only</i>
Creating shared purpose (essential): Communicating an engaging picture of how we can work together.	<i>Performance management only</i>