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|  | Role Profile |

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| Job Title(s) and Reference Number(s) | Director Digital Content*(National, can be based in either Lahore, Karachi or Islamabad)*Job Reference Number: NAT/M/03/1415 |
| Directorate or Region | Pakistan | Department | Marcoms |
| Location of post | Lahore, Karachi, Islamabad | Pay Band/Salary range | 8- Salary: PKR 300,000 |
| Reports to | Director Marcoms with input from Director Programmes | Contract type | Two years fixed term contract renewable |
| ***Purpose of Job:*** We are seeking to make a leap in our digital offer across Pakistan. With the opening of two new Libraries in Lahore and Karachi, an outreach programme of Library services in Multan, Peshawar, Hyderabad and Sialkot, large scale interventions in English, Arts, Education and Society, we now need to focus on digital content, development and engagement.This means creating a digital content strategy for our Library services and our work with SBUs (Strategic Business Units), ensuring that our digital presence has depth and breadth of engagement and generating content to support these. This post is responsible for four elements* The development of an all Pakistan Digital Content Strategy
* The development of specific digital services and products for our Libraries and SBUs
* A digital engagement approach that supports content generation
* Liaison with the regional and global digital teams to ensure compliance

***Context and Environment*** *(e.g. dept description, region description, organogram)****:*** The British Council creates international opportunities for the people of the United Kingdom and other countries.  We call this cultural relations, and we believe it brings the people of Britain and Pakistan closer together and helps them to understand each other better. We have been in Pakistan for over sixty years, and during that time we have developed deep and lasting relationships with individuals and organisations. We are re-opening Libraries to operate as convening spaces, content hubs and information services that support our wider strategy in Pakistan. A key component of this is building outreach services to Tier 2 cities and supporting the work of the SBUs as part of our strategy of “Moving Beyond Walls”.We have three key areas of work - English, the Arts and Education and Society, through which we engage with leaders, policy makers, influencers and opinion formers, from senior politicians through to teachers and youth leaders. In Pakistan we operate at scale supporting 500,000 exams a year, working with over 150,000 teachers and all Higher Education Institutions. We have ambitious plans for Arts, further work in English – especially in Sindh and KP building on our success in the Punjab – and we are planning to open Teaching Centres in 2016.We now need to build a strong digital presence, to become a content generator in English, Arts, Education and Society and to create a deep digital presence across Pakistan irrespective of geography. This means having a strategy and content philosophy that can embrace delivery channels as diverse as mobile phones to online services and radio and TV. We will be creating a Digital Services team of four staff to support this work. They will work closely with the Library and Outreach Services team whose focus is on Library services and outreach. ***Key Deliverables*** *(include people management and finance)* The core responsibilities are:**The Development of an all Pakistan Digital Content Strategy and Team (20%)*** Development of a coherent digital strategy in consultation with Area Directors and SBU leads
* Implementation and roll out of strategy to all SBU and across Pakistan
* Driving transformational change from the strategy including an ability to manage dispersed teams
* Development of the Digital content team

**The Development of specific digital content services and products for our Libraries and SBUs (30%)*** A content strategy for SBUs and Library services
* A strategy for content delivery and partnerships across Pakistan
* The development of content services, apps and relevant products that scale up our offer
* A digital presence for all SBUs and Library services that is unique, accessible and sustainable
* Do you want to add something about the customer interface vis a vis payments?

**A digital engagement approach that supports content generation (30%)*** A user friendly strategy for digital engagement with our services and products
* The development of an all Pakistan approach to digital resources and online users
* A systemic approach to content generation and refreshment
* Implementing robust security controls to protect and manage our online brand and reputation

**Liaison with the regional and global digital teams to ensure compliance (10%)*** Working with the regional and global digital service teams to ensure alignment and compliance of our service offer
* To provide strategic advice about risk management for our services

**Leadership of work teams (10%)**To be a member of the strategic leadership team of Pakistan and contribute to wider strategy discussionsTo lead and manage the Digital Services team in an effective manner in line with British Council values ***Relationships (key stakeholders)***InternalCountry DirectorSBU leadsArea DirectorsDirector ProgrammesRegional SBU and Digital leadsGlobal compliance teamExternalDigital content providersKey relationship partners in digital delivery channelsGovernment agenciesRegional Head; regional digital leads; in-country digital staff; regional and sometimes global BC partners. ***Other important features or requirements of the job*** *(e.g. travel, working hours)*Travel around the region and to attend Heads of Digital group meetings is required. |
| Passport nationality requirement |  | CRB checks required | No |
| Other legal requirements | Police checks |

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| **Competencies**  | **Essential** | **Desirable** | **Assessment stage** |
| **Skill** | * Digital and Content Editorial expertise
* Analytical expertise
* Communication skills-level 3
 | * Project management-level 3
* Change management
 | Application/ Interview/ Performance Management |
| **Behaviours**  | **Behaviours assessed during interview stage of recruitment process**Making it Happen- *More demanding level* Being Accountable– *Most demanding level*Connecting with Others– *Most demanding level* Shaping the Future – *More demanding level* **Behaviours not assessed during recruitment process**Working Together – *Most demanding level* Creating Shared Purpose – *Most demanding level* |  | The position holder will be required to demonstrate all six behaviours, on the job. These will be assessed during year end performance evaluations. Behaviours to be assessed during the interview stage of recruitment are mentioned.  |
| **Knowledge** | * Up to date knowledge of digital tools and platforms and their application to support agreed business goals.
* Ability to manage widely-dispersed teams
* Proven ability to deliver transformational change
* Understanding of the application of SEO, User centred design and business analytics.
 | * Background /Knowledge of and interest in region/ market
 | Application/ Interview/ Performance Management |
| **Experience** | * Must have had senior responsibility in a digital environment
* Must have experience of high impact digital product development, delivered to time and budget.
* Experience of commissioning and exploitation of market intelligence and business analytics.
* Has championed/ developed high quality standards for digital products
* Understanding between global/digital operations to maximise impact.
 | * 3 years at a senior level with strategic, technical and implementation responsibility for a rich digital offer, preferable for an organisation with international markets
* Experience of project management or working closely with project managers
 | Application/ Interview/ Performance Management |
| **Qualification/ Education/ Training** | * A graduate degree in a relevant discipline
 | Training/qualification in digital media or broadcast journalism. Training/qualification in digital technologies or software development or IT management. | Application/ Interview |