|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| bc-stacked-2995 | | | | | |
| Role Title | | | | | |
| **Country Director, Hungary** **Ref: CD HU 12-18** | | | | | |
| Role Information | | | | | |
| **Pay Band** | | **Location** | | **Duration** | **Reports to:** |
| **E (from 10,200,000 HUF gross annual salary)** | | **Budapest, Hungary** | | **Two-year fixed term (with possibility of extension)** | **Director Poland** |
| Role purpose | | | | | |
| Through an in-depth understanding of Hungary and the UK, lead the development and delivery of effective, sustainable and corporately aligned cultural relations between the two geographies, drawing on the UK’s cultural assets and thereby strengthening awareness of, positive attitudes towards and collaboration with the wider 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.  The British Council organises its operations into seven overseas regions, of which EU Europe is one. Within this EU region, the British Council’s operation in Hungary operates as part of the North-East cluster of countries, which is led out of Poland, and includes Hungary, Czech Republic, Slovakia, Lithuania, Latvia and Estonia.  The British Council Hungary office was first established in 1963. | | | | | |
| Geopolitical/SBU/Function overview: | | | | | |
| The UK and Hungary enjoy a strong bilateral relationship. The UK is Hungary’s 11th largest trading partner and around 800 British companies operate in Hungary. The UK is also home to a significant number of Hungarians (over 90,000 according to recent data) and the third most popular destination for Hungarians choosing to study overseas. From 2011-2015 the number of Hungarian students at British universities increased by 75%, and strong alumni associations have formed in Hungary.  The importance of education, science and research to the overall UK-Hungary relationship is reflected in a new UK-Hungary Bilateral Action Plan and the British Council’s work will be integral to the successful delivery of the plan building on the rich networks in both countries. Our ambition is to maintain and grow the overall UK-Hungary relationship in education and culture, despite the challenging post-Brexit context.  Demand for English as a 21st Century skill is high and continues to grow. From 2020, Hungary will introduce new regulations for higher education, making B2 level English (or another foreign language) the minimum entry criteria for university. The Hungarian government has requested British Council support to develop a National Foreign Language Strategy, ensuring young Hungarians can achieve this goal and pursue their ambitions at age 18.  Our work in Hungary is English-led, with a Teaching Centre delivering over 6,000 class hours of English per year and an exams team working with schools across the country to deliver over 7,000 UK qualifications annually. The Teaching Centre (and Customer Services team) is led by a Director English.    In the arts, we work to enhance relationships between the UK and Hungary, to support and enhance the impact and reach of UK arts organisations’ own programming in Hungary, to enable links between Hungarian and UK artists and cultural organisations, and to increase dialogue between the UK and Hungary at policy level.    Similarly, in Education and Society we support the development of partnerships between UK and Hungary in higher education, research and schools, including supporting the teaching of English, the continuous professional development of teachers, and the development of Core Skills in schools (including social enterprise, critical thinking, digital literacy and active citizenship). We have a particular focus in all our work in the region on diversity and inclusion and in working across a wide range of geographies, including outside capital cities and with all four countries of the UK. Our current partners include the Hungarian Academy of Sciences, the Ministry of Human Capacities and we are actively seeking to increase the range and numbers of the UK’s partnerships with Hungary.  In 2018 pilot activity began on *People to People Central Europe*, a major new project to connect communities in Hungary, Slovakia, Czech Republic and the UK. The interventions aim to strengthen social cohesion, promoting new channels for dialogue and action in and between different groups (e.g. across age, gender, ethnicity, socio-economic background, geography). They are intended to develop the infrastructure for social innovation at the grassroots level and build the skills to support this growth, focusing on regions with limited access to international networks or opportunities. In Hungary activity is taking place in the Northeast Region (Borsod, Heves, Nógrád, Szabolcs-Szatmár) and will be co-designed/delivered with local partners under three areas: Community Arts; Schools and Core Skills; Social Development. If this project continues beyond April 2019, as is hoped, the postholder may take on specific project responsibilities for this across the four countries. | | | | | |
| Main opportunities/challenges for this role: | | | | | |
| The postholder will be the public face of the British Council in Hungary and will represent the whole organisation. As well as developing and updating an understanding of the UK Education and Arts sectors and the British Council’s English and Exams offer, they must therefore understand and be able to articulate how each connects to our cultural relations mission. This also applies to Equality, Diversity and Inclusion, a core agenda for British Council both within and outside the organisation.  The main challenge is to maintain the strength of the UK-Hungary relationship in education and culture, anticipating and responding to the challenges of Brexit. Strong partnership and network building will be essential for this role, as well as keeping abreast of local developments in education and other key policy areas. It will be essential to build positive working relationships with the UK Embassy, and Ministries, Higher Education Institutions and arts organisations, and keep abreast of local developments.  Hungary is one of the British Council’s smaller country operations within EU Region. The challenge is to ensure continued sustainability while augmenting impact. The operation  relies largely on earned income to maintain a sustainable platform, achieved primarily through teaching and assessment of English and partnership working. The postholder will need to be able to identify and develop appropriate partnership and business development opportunities for the British Council/UK in order to increase impact and subsequently to ensure quality of delivery.  Internally, this role will lead the whole British Council staff in country. The British Council is a matrixed organisation, so this will not always be through a line management relationship. This also requires the leadership of a unified Country Leadership team to create a single compelling vision and overall strategy for British Council Hungary, contributed to and shared by all staff, with a ‘one British Council’ approach, The postholder is also responsible for ensuring compliance with all financial, HR, information management and risk management requirements. | | | | | |
| Organogram | | | | | |
|  | | | | | |
| Main Accountabilities: | | | | | |
| **Develop and provide UK and Country Insight**   * Has a thorough understanding of the country context, through extensive networks of opinion leaders and formers and other sources, and identifies opportunities to increase cultural relations impact through a similar understanding of the UK; * Ensures, as far as possible, insight is organisational (is shared and accessible to the organisation) rather than individual; * Insight is used to influence regional and global strategies.   **Shape, monitor and deliver the strategy and narrative for the British Council in Hungary**   * With support of regional SBU/marketing leads and relevant members of country/territory/cluster team, and based on insight, a strong medium-term (3 years) strategy and annual/multi-year country plan for Hungary is in place, ensuring we aim for the strongest possible cultural relations impact; * Strategy and narrative are aligned with, and inform, agreed cluster/regional strategy & narratives to enable us to amplify our impact appropriately and ensure our cultural relations response is seen as cohesive; * SBU business plans and activities within Hungary are informed, challenged and agreed. High-level performance of these components of the country plan are monitored. Assurance of adequate mitigation is sought and obtained (up the management line if necessary) where successful delivery of agreed plans is at risk; * Strategies and plans are financially sustainable and reviewed as appropriate to ensure they reflect changing internal and external realities; * Lessons learned are reflected in future plans.   **Identify and leverage partnership/contract opportunities**   * Partnership/contract opportunities for the British Council/UK are secured through effective networking and with the support of the appropriate country, regional and global colleagues, in line with contract approvals process; * Is seen as a strong public face of the British Council in Hungary, leading and contributing to relevant public debate in ways which strengthen the UK’s and the British Council’s reputation and positioning with a range of existing or potential partners; * Senior relationships with key agencies, partners and individuals are strong to support the achievement of British Council country strategies and plans.   **Ensure positive relations with UK stakeholders (FCO, other UKDs, devolved administrations, representatives of UK culture and education institutions)**   * Stakeholders understand and value the British Council’s insight, networks and impact and recognise the British Council’s value in supporting their objectives and those of the wider UK.   **Lead the whole country team. Overall duty of care**   * Leadership is seen as inspiring and motivating and role models the British Council’s values and behaviours, including our commitment to EDI; * Others are held to account to deliver to the same values and behaviours; * Staff feel empowered and enabled to deliver excellence; * All staff feel part of one British Council Hungary operation (as well as part of a specific SBU or professional function team), are aware of the British Council’s overall purpose and its strategy and narrative for the country/territory; * All staff understand and operate within the Code of Conduct; * The Country Leadership Team (CLT), representing the local SBU’s and Professional Functions, is led effectively (even where members’ report to roles outside the country operation) to ensure the delivery of successful cultural relations and compliance across the operation; * Members of CLT are supported to meet their objectives and development potential (even where they report to roles outside the country operation).   **Protect trust in the British Council and the UK**   * Through effective coaching, monitoring and challenge to staff and particularly members of CLT, compliance is ensured and risks (Safeguarding: Adults at Risk & Child Protection; Fraud; Data loss etc.) are managed effectively across the operation and evidence of this monitoring and challenge is clear (e.g. through recorded reviews of risk register). Concerns are escalated up the management line where necessary; * Our resources are used effectively and demonstrate value for money; * In consultation with UK legal, status and tax teams, our legal status and obligations are monitored and appropriately managed; * Our duty of care obligations (e.g. safety) to staff dependents, customers and partners are effectively exercised. | | | | | |
| Key Relationships: | | | | | |
| ***Internal***   * *Country Leadership Team* * *Regional Heads of SBUs/ Finance/ HR/ Marketing* * *Regional Director/ Deputy Regional Director* * *NE Cluster Lead, Central Europe T and E Cluster Lead* * *Other Country/Territory Directors in Cluster*   ***External***   * *HMA, DHM and staff of UK Embassy in Hungary, Higher Education (Rectors and Vice-Chancellors), School partners, Society and Arts institutions in Hungary and the UK, Foundations, Directors of EU Cultural Institutes (EUNIC), CEOs of corporations* | | | | | |
| Role Requirements: | | | | | |
| **Threshold requirements:** | | | | | **Assessment stage** |
| **Passport restrictions** | Right to work in EU | | | | Longlisting |
| **Right to work in country** | Candidates are expected to have researched whether they have the right to live and work in the country in which the role is based. Given that our offices have different legal status depending on the work we do in those countries, we recommend that you contact HR in country for additional information on the likelihood of securing a visa. The British Council will provide visa application support when and if possible. | | | | |
| **Direct contact or managing staff working with children?** | Yes | | | | |
| **Additional notes** | Relevant criminal record check required | | | |  |
| **Person Specification:** | | | | | **Assessment stage** |
| **Language requirements** | | | | | |
| ***Essential*** | | | ***Desirable*** | | ***Assessment Stage*** |
| English at CEF C1 Level | | | Hungarian at CEF B2 level | | Shortlisting and interview |
| **Qualifications** | | | | | |
| ***Essential*** | | | ***Desirable*** | | ***Assessment Stage*** |
| First degree | | |  | | Shortlisting |
| **Role Specific Knowledge & Experience** | | | | | |
| ***Essential*** | | | ***Desirable*** | | ***Assessment Stage*** |
| * Working experience in one of the key areas of British Council cultural relations activity: education (HE or Schools), social enterprise or civil society development. * Successful stakeholder management at senior level. * Experience of leading and managing teams. * Knowledge and understanding of the politics and culture of Hungary. | | |  | | Shortlisting and interview |
| **British Council Core Skills** | | | | | ***Assessment Stage*** |
| ***Managing People (level 4)*** –*Leads a large and varied team*: Manages a substantial group to deliver annual business objectives. The team includes different professions, cultures and/or areas of business, and may cover multiple locations.  ***Communicating and Influencing (level 4)*** –*Uses influencing techniques*: Uses formal and informal negotiating and motivation techniques to influence others’ behaviour and persuade them to think and act differently, while respecting difference of view and culture.  ***Managing Finance and Resources (level 4)*** –*Plans and deploys resources*: Negotiates and agrees the resources for a defined area as part of forward planning, monitoring progress and adjusting resources or priorities to meet goals.  ***Managing Risk (level 3)*** –*Develops a culture*: Has track record of analysing potential risks, promoting risk awareness, and holding others to account for their practices.  ***Developing Business (level 4)*** –*Leads business development*: Able to plan and deliver business development activities for a major and/or new market category which is significant for the Council. | | | | | Shortlisting and Interview  Interview  Shortlisting and Interview  Shortlisting and Interview  Shortlisting and Interview |
| **British Council Behaviours** | | | | | ***Assessment Stage*** |
| ***Being Accountable (Most demanding):*** Showing real dedication to the long-term mission of the British Council or the team. ***Making it Happen (More demanding):*** Challenging myself and others to deliver and measure better results.  ***Creating Shared Purpose (More demanding):*** Creating energy and clarity so that people want to work purposefully together.  ***Connecting with Others (Most demanding):*** Building trust and understanding with people who have very different views.  **Working Together (*Most demanding*):** Creating the environment in which others who have different aims can work together.  **Shaping the Future *(More demanding*):** Exploring ways in which we can add more value. | | | | | Interview  Interview  Interview  Interview  *Used for performance evaluation but not used in recruitment and selection.*  *Used for performance evaluation but not used in recruitment and selection.* |

|  |  |
| --- | --- |
| **Prepared by:** | **Date:** |
| Denise Waddingham, Country Director Czech Republic | 13 December 2018 |

Appendix A – Operating Context

|  |  |
| --- | --- |
| **Operating Context** | |
| **Internal operating context** | |
| **Corporate:** EU Region is listed as a top priority in the current Corporate Plan, at a time when UK’s relationship with the EU is undergoing a major change. The NE Cluster within the EU Region is significant, comprising Poland, the complex V4 bloc and the Baltic States, the vulnerable eastern flank of NATO.  **Regional:** For the past few years, Hungary has been part of a Central Europe sub-cluster comprising Czech Republic, Slovakia and Hungary. All three operations are English-led and rely on teaching and exams income for sustainability and impact. | |
| **Operational information** | |
|  | |
| *Total number of staff directly line managed by this role* | * *2* |
| *Number of staff by country, region or SBU as relevant which report to the role indirectly or work on SBU activity.*  *(Omit if not relevant to role)* | * *16 contract staff, around 20 freelance teachers and additional invigilators / examiners* |