

Terms of Reference

Marketing Consultant

Role Information	
Organisation	British Council, Serbia
Role	Marketing Consultant
Duration	January 2025 – 31 March 2025 (with possibility for prolongation)
Work model	Working with Marketing Team CE
Report to	Marketing Manager CE

Marketing Cultural Engagement team

The British Council's Cultural Engagement Marketing Team for Europe focuses on promoting cultural relations and educational opportunities across the region. The team develops and implements strategic marketing initiatives to enhance the visibility and impact of the British Council's cultural engagement programs. This team collaborates closely with regional and global partners to drive engagement and foster cultural exchange.

About the British Council

The [British Council](#) is the UK's international organisation for cultural relations and educational opportunities. It supports peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. The British Council celebrates 90 years in 2024. The British Council is committed to policies and practices of equality, diversity and inclusion across everything we do, and we want to encourage applicants from under-represented groups to apply.

Scope of Work

The British Council is seeking an accomplished Marketing Consultant to support day-to-day operations and contribute to active Cultural Engagement projects across Wider Europe and the European Union regions.

The Supplier will provide marketing and communications services:

Under the supervision of the Marketing Manager CE and in cooperation with Marketing CE team members, other British Council team members, and programme partners:

- Produce, maintain, and develop content for British Council websites, social media channels, and other communication channels.
- Manage and collaborate with British Council colleagues, associates, and external partners to contribute to the delivery of various marketing campaigns.
- Monitor and report on marketing KPIs for the projects as agreed with the Marketing Manager CE. Provide monthly, quarterly, and final reports as contributions to the overall British Council reports.
- Champion the deployment of the British Council brand architecture and programme projects' brand identity, monitor programme partners' compliance, and manage interventions to address and resolve reasons for non-compliance.

Location

Marketing Consultant will be based in Serbia, work could be done remotely in Serbia.

Reporting

Marketing Consultant is expected to work closely with the British Council team. At the end of each month, the Marketing Consultant will submit a timesheet with the number of hours worked and a brief description of the activities or tasks performed.

The timesheet will be the basis for payment along with an invoice, which needs to be approved by the British Council. The timing of deliverables and frequency of reports will be agreed with Marketing Manager CE and rest of the team.

Requirements

- Degree-level or higher qualification, or equivalent experience in a specialist area relevant to the job.
- Experience in similar positions and working in international environments.
- Demonstrable experience in providing marketing and communication services.
- Good knowledge of digital and traditional channels of communication and media.
- Demonstrable experience in managing and mitigating internal and external communications risks and crises.
- Excellent written and oral communication skills; excellent organisational skills.
- Fluency in the use of IT, digital platforms, and social media.
- English language level C1 or above

Application process

Applicants should send (in English):

- **CV**
- **Cover letter:** (two pages maximum) stating how they meet the qualifications and experience requirements, particularly experience in project development and management, and delivering training.

Note:

- Consultants will be offered a competitive hourly fee rate and will be paid for the days they actually work.
- Background check: The British Council has a legal obligation to ensure that we are not negligent in our recruitment practice. Robust screening of selected applicants will be undertaken, including Pre-Appointment Checks, Post appointment measures and Criminal Records Checks in line with the organisation's procedures and policy.

Timeline

To apply, please send your application to darko.burcul@britishcouncil.org .

Please put: *Application for Marketing Consultant* in the subject line of the email.

The deadline for applications is Friday 17 January 2025 (23.59 CET).

Interviews are expected to take place in the second half of January 2025.

Successful applicants should be ready to start working in January or February 2025. Only short-listed candidates will be contacted.