

Role Title

Internship –Data Management and Communication (Education)

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Internship	N/A	Kuala Lumpur, Malaysia	6 Months	Programme Manager, Education

Role purpose

Our corporate internship programme provides under-graduates and graduates with a unique opportunity to gain on-the-job experience to support their learning and formal studies as well as providing real professional experience and contacts for the future. Interns will be placed in a business team of professional interest to them and will be required to deliver a specific piece of work. This activity will provide the interns with good experience in delivering a meaningful project which has value to the British Council and will allow them insight into our business. In line with our goal of mainstreaming equality and diversity in all that we do, we align to equality and diversity helps support inclusion and helps improve our cultural relations and quality assure this.

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/SBU/Function overview:

The British Council in Malaysia is committed to making a positive contribution to the people, institutions and governments of the UK and Malaysia - creating a strong foundation for sustainable and effective engagement between the people of both countries and ensuring strong interests and relevance of the UK in Malaysia. We have had a presence in Malaysia since 1948 (when the first office was established in Kuala Lumpur. The operation includes 3 physical premises across the country based in Kuala Lumpur (the largest centre), Damansara and Penang. While the programme in Malaysia has a wide cultural relations offer, ranging across Higher Education, Science, and the Arts, the largest part of the operation is its English language teaching. The Malaysia Teaching Centre is one of the largest in the British Council's global network with thousands of adults and young learners studying with us at any one time. We also have a large examinations operation facilitating the taking of UK examinations. Our customers engage with us face-to-face, online, through email and via the phone, and as a result we have a large Sales and Customer Management team to ensure an efficient level of service.

Our work in Education

Our work in education aims to build a relationship with Malaysia for global good, inclusivity, values, and long-term economic sustainability, and where Malaysia sees it has a development need, and wants to learn and share with the UK.

At the core of our education strategy are 2 primary goals

- a) To nurture institutional partnerships that catalyse innovation in international education and create opportunities for individuals in both our countries to exchange knowledge, mutual understanding and to build long term engagement.
- b) In the context of growing influence of regional super-power such as China, sustained public awareness drive through digitalisation and localisation of relevant content to build a network of local influencers and opinion leaders amongst up and coming young Malaysians in order to grow longer term pipeline for UK education offers

We will do this through three channels:

- **Government:** Working with both UK and Malaysian governments, we contribute to policy discussions and development that strengthen the relationship between the UK and Malaysia and create the enabling environment for institutions to thrive in.
- **Institutions/Sector:** We work with schools, colleges and universities in both countries to help them expand internationally, learn from each other, and form partnerships that benefit individuals, institutions and wider society.
- **Individuals:** We create opportunities for young people in the UK and Malaysia to live, study and work in each other's countries.

The post holder will be supported in ensuring that country activities and project teams are aware of and meet British Council Global policies, Minimum Standards, procedures, UK and local legislation and British Council Equality, Diversity and Inclusion policies.

Main Accountabilities:

Main responsibilities

1. Data management – Education

The Education portfolio holds a set of data comprising of senior stakeholders, practitioners, researchers, public and private sectors representatives as well as participants and alumni from various initiatives, both in Malaysia and the UK. The data needs to be updated, organised and maintained for effective programme communications and marketing strategy.

In consultation with the Education team, the intern will be responsible for:

- Checking, sanitising and reorganising the existing stakeholder database
- Consolidating and populating the current database into Salesforce in compliance with British Council's compliance regulations.
- Devising a schedule for data update, maintenance and relationship management, based on the frequency of contact, seniority of stakeholders and programme needs.
- Providing insights and feedback to enhance the efficiency of data storage and management.

2. Communications – Education

In consultation with the Education team and Head of Communication and in compliance with British Council messaging and branding guidelines, the intern will be responsible planning, preparing and disseminating key information about British Council's programmes to internal and external stakeholders, by:

- Spotting good news stories, interesting lessons and case studies and work with the Programme Manager and regional comms and business unit leads to develop these into communications opportunities.
- Taking steps to ensure articles appear on the East Asia Regional Intranet and external forums on a regular basis.
- Working with marketing and communications team to develop materials such as electronic direct mailers and social media postings as required.
- Ensure digital information is up-to-date and presents accurate information.
- Manage information created and received in compliance with the British Council's information management standards, policies, the UK data protection principles, and local legislation

3. Team Membership

- Be involved in team meetings and team initiatives.
- Actively contribute to cross-functional working parties.
- Proactively contribute to team planning, monitoring and review activities.
- Support relationships with internal and external stakeholders in ways that enhances the British Council's reputation.
- Support the team to identify and utilise / resolve: successes, learning, problems and areas for change and improvement.
- Proactively seek to understand the interdependencies and connections between Education teams.

Key Relationships:

Internal

- Programme Officer; Programme Manager; Head Education; Programme staff in other sectors e.g. Arts, Education, Society; Digital and Communications Manager and the region.

External

- Programme stakeholder contacts in higher education, schools, private sector and government.

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	You must have the right to live and work in the country in which the role is based	<i>Shortlisting</i>
Direct contact or managing staff working with children?	No	N/A
Background	<p>Malaysia saw its number of unemployed graduates rise 22.5% last year to 202,400 from 165,200 in 2019 according to the report from the Department of Statistics Malaysia (DOSM).</p> <p>This internship aims to address the issue of underemployment of students and graduates, especially those from low-socio economic backgrounds by providing the opportunity to enhance critical workplace skills through hands-on experience.</p> <p>We would also like to open up this opportunity for Malaysian students or graduates who are pursuing UK higher education qualification locally or in the UK.</p>	<i>Shortlisting and interview</i>

Person Specification:

Assessment stage

Language requirements

<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
English – Professional working proficiency, equivalent to CEFR Level C1 (IELTS 7.5 or higher)	Knowledge of other ethnic languages in Malaysia would be beneficial	<i>Shortlisting</i>
Malay at Proficiency Level –Native / bilingual		

Qualifications

<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>

<ul style="list-style-type: none"> • Must have gained or be working towards a 2:1 or 2:2 degree • Must be in at least your second year of University • If you have already obtained your degree you must have graduated in 2021 and 2020 	Degree in Communication, International Relations, Journalism, Business, Marketing, Law or a Social Sciences-related field.	<i>Shortlisting</i>
Role Specific Knowledge & Experience		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> • English C1 (IELTS 7.5 or higher) including the ability to conceive, develop and produce effective written material for marketing collateral • Good interpersonal skills, able to work cooperatively and effectively with other team members and stakeholders • Experience in managing stakeholder databases. • Experience in developing communication materials such as electronic direct mailers and social media postings as required. 	<p>Excellent command of spoken and written English</p> <p>Knowledge of latest trends and issues on International Education.</p> <p>An understanding of Malaysia social media scene and audience.</p>	<i>Shortlisting and interview</i>
British Council Core Skills		<i>Assessment Stage</i>
<p>Analysing Data & Problems (Level 1): Is systemic Breaks down problems into a list of tasks to be done and decides on appropriate action.</p> <p>Managing Projects – Level 2 Examines project data and performance, reporting on progress and recommending corrective action as needed.</p> <p>Communicating and Influencing - Level 2: Relates communications to circumstances 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.</p> <p>Planning and Organising – Level 2 Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p>		<i>Shortlisting and/or Interview</i>

<p>Using Technology - Level 2: Operates as an advanced user Work as an advanced practitioner in the use of office software and/or British Council standard and social media platforms.</p>	
<p>British Council Behaviours</p>	<p>Assessment Stage</p>
<p>Connecting with others (Essential) <i>Making regular opportunities to understand others better</i></p> <p>Being accountable (Essential) <i>Delivering my best work in order to meet my commitments</i></p> <p>Working together (Essential) <i>Establishing a genuinely common goal with others</i></p> <p>Making it happen (Essential) Delivering clear results for the British Council</p>	<p><i>Shortlisting and Interview</i></p>
<p>Prepared by:</p>	<p>Date:</p>
<p>Prabha Sundram, Head of Education</p>	<p>August 2021</p>

Application submission

Please complete and submit the internship application form at <https://forms.office.com/r/Mca6FibK7N> and send your resume or CV to Rifhan.Rozlan@britishcouncil.org by 5.00 PM, 17 September 2021.