

Director, Afghan Education Projects, BBC World Service Trust

Location: Kabul, Afghanistan

Contract type: Freelance contract

Closing date for applications: Sunday 31st October, 2010

Introduction

The BBC World Service Trust (BBC WST) is the independent international charity of the BBC, which uses media and communications to reduce poverty and promote human rights by ensuring some of the world's poorest and most vulnerable people have access to life-changing information. BBC WST uses the BBC's unparalleled access to broadcasting and communication expertise to help others help themselves. BBC WST is a global operation working in over 40 countries in Asia, Africa and Europe with more than 80% of staff working in and from developing and transitional countries.

For the last 10 years BBC WST has been working in Afghanistan through the Afghan Education Projects (AEP), the biggest media for development operation in the country and one of BBC WST's largest projects. AEP employs over 100 full time and nearly 200 part time staff and is run by Afghans for Afghans. It produces more than 10 hours of engaging educational radio output in Dari and Pashto every week, which is broadcast on the BBC World Service's Afghan Stream. AEP's flagship programme, the radio soap opera *New Home, New Life*, reaches 11 million Afghans every month.

We are looking for a Director to lead AEP, which after sixteen years, is transitioning out of the BBC to become an independent Afghan organisation. AEP will continue to have strong links with the BBC World Service and BBC WST; however it will also be able to work closely with other partners and broadcasters. The Director will lead the Transition Project Plan already underway, as well as manage AEP's ongoing project portfolio and business strategy.

Applicants must have demonstrable senior management experience, preferably with a media or development organisation. They will also need to have experience of managing multi-donor, multi-activity budgets.

At the BBC we respect each other and celebrate our diversity so that everyone gives their best. The BBC positively encourages applications from all parts of the community and is committed to promoting equality of opportunity

Overall Purpose of the Job

Responsible to the BBC WST Country Director, Afghanistan (based in London) prior to independence, and to AEP's Board of Trustees upon independence, the Director's accountabilities will be twofold. Firstly, he/she will be responsible for the management and development of AEP's portfolio of projects, staff, and business development; secondly, to be responsible for the overall implementation of the Transition Project Plan leading to AEP becoming a viable independent Afghan organisation.

Main Duties and Responsibilities***Management of AEP operations:***

1. To lead, develop and manage the performance of AEP's Senior Management Team.
2. To oversee the management of AEP's existing and future project portfolio, putting in place appropriate systems and processes to ensure full contractual compliance.
3. To be responsible overall for all staff and resources in bases in Kabul and other locations relevant to AEP.
4. To lead business development at AEP by interfacing with donors at a senior level and to be accountable for the securing of funds.
5. To be accountable for timely and efficient reporting to AEP's donors.
6. To exercise full responsibility for the health and safety of staff, and of any other person who may be affected by activities under his/her control; to ensure that BBC safety rules and all relevant legal requirements are complied with.
7. To organise and chair regular evaluations of the projects and hold joint planning meetings with BBC WS Kabul Office as required.
8. To represent the AEP to external audiences and internal BBC audiences at a senior level.
9. To encourage, support, and implement the BBC's equal opportunity policy in respect of recruitment, employment and development practices; and to observe all requirements of the legal and financial framework within which the BBC operates while still under the jurisdiction of BBC policy.

Transition to independence:

10. To lead AEP in the implementation of the Transition Project Plan. Specifically:
 - i. Business development – continuing to develop and monitor AEP's business development plan, including annual budget, audience reach and partnerships;
 - ii. Change management and legal transfer – structuring relationships between AEP and BBC WST / BBC WS, and overseeing the legal establishment of AEP as an independent Afghan entity;
 - iii. Systems, policies and procedures – ensuring organisational compliance and effectiveness in the areas of finance, HR and training.
11. To cascade objectives to senior managers and their teams, ensuring that activities are implemented within agreed timescales and budgets.

Skills, Knowledge and Experience required

1. Extensive leadership experience in setting direction, inspiring and motivating staff, and managing resources.
2. Significant experience of leading in a business development and project management environment with the ability to deliver results to agreed timetables.
3. Substantial experience in partnership/stakeholder management including highly developed negotiating, influencing and networking skills.
4. Knowledge of financial management and ability to create and implement business development plans and budgets.
5. In-depth understanding of and enthusiasm for the principles and practice of educational programming, in particular within the framework of international development.
6. Comprehensive understanding of the Afghan media environment and distribution/delivery systems with a detailed appreciation of likely developments.
7. Demonstrable ability to apply workflow and performance monitoring measures.
8. A thorough understanding of the core values, structures and objectives of the AEP and the World Service Trust.
9. Knowledge of media and current audience trends.
10. Excellent communication skills, both written and oral.
11. PC literate, including the use of Excel.
12. Excellent time management and the ability to prioritise a heavy workload under pressure.
13. Excellent administrative skills.
14. Prepared to travel

COMPETENCIES

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

- **Strategic Thinking** - able to identify a vision along with the plans which need to be implemented to meet the end goal. Evaluates situations, decisions, issues, etc. in the short, medium and longer-term.
- **Leadership and developing others** - able to inspire others to realise a vision; and able to recognise potential in others and foster the development of that potential.
- **Creative Thinking** - able to transform creative ideas into practical reality. Can look at existing situations and problems in novel ways and come up with creative solutions.
- **Planning and organisation** - able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources.

- **Influencing and persuading** - able to present sound and well reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.
- **Editorial Judgement** - demonstrates balanced and objective judgement based on a thorough understanding of BBC editorial guidelines, target audience, programme and department objectives. Makes the right editorial decisions, taking account of conflicting views where necessary.
- **Communication** - able to get one's message understood clearly by adopting a range of styles, tools and techniques appropriate to the audience and the nature of the information.
- **Managing relationships and team working** - able to build and maintain effective working relationships with a range of people. Works co-operatively with others to be part of a team, as opposed to working separately or competitively.
- **Resilience** - manages personal effectiveness by managing emotions in the face of pressure, set backs or when dealing with provocative situations. Demonstrates an approach to work that is characterised by commitment, motivation and energy.
- **Flexibility** - adapts and works effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue, to adapt an approach as the requirements of a situation change, and to change or easily accept changes in one's own organisation or job requirements.

If you are interested and available please send your CV to Shirazuddin.siddiqi@bbc.co.uk
by Sunday 31st October 2010