

Terms of reference – Specialist Contractor

Role title: Chair - Global Creative Economy Council

Apply by: 22nd April 2025

1. Background and context about the project

The British Council and Creative Industries Policy and Evidence Centre (Creative PEC) are the convening partners of the Global Creative Economy Council (GCEC) – a unique forum for global creative economy policy and practice. [The GCEC](#) grew out of the Creative PEC [International Council](#) that was launched in 2018 and evolved to become the GCEC in 2023.

The GCEC brings together academics, practitioners, policy professionals and investors from five continents to identify and discuss emerging trends of global significance in creative economy policy and practice. In particular, it aims to provide inclusive perspectives on global policy issues that span both Global South and Global North, and consider ideas for transnational and multilateral policies and standards. The GCEC is funded by the British Council and Creative PEC and contributes to the work of both organisations by providing targeted insights and related research.

For additional information about the activities of the GCEC, see the Terms of Reference. To discover more about the creative economy work of the British Council visit the website [here](#). For more details on the work of the Creative PEC visit the website [here](#).

2. About the role of the specialist contractor

This is a unique opportunity to shape and lead strategic work with influential figures in the creative industries from around the world. It is also an opportunity to steer the work of the Global Creative Economy Council into a new phase of development. The

successful applicant will need to demonstrate in concrete terms how they will work with the British Council and Creative PEC to meet its global and transnational policy vision.

The Chair will set the agenda and lead the GCEC's regular online meetings as well as the annual meeting and wrap around programme. The Chair may also lead ad hoc meetings that support the work of the GCEC.

The Chair will lead the GCEC in contributing to ideas for transnational and multilateral policies that aligns with the strategic priorities of the British Council and Creative PEC and furthers the work of these two organisations.

The Chair will identify and present relevant policy provocations for debate at GCEC meetings and lead the GCEC in producing for publication written outputs on these themes, including research, blogs and articles.

The Chair will elevate the influence of the GCEC through identifying opportunities for global policy impact and through strategic partnerships and collaboration.

The Chair will work in collaboration with the British Council and Creative PEC to ensure the GCEC provides return on investment and impact for the UK and internationally.

The Chair will provide a quarterly update statement on the progress and achievements of the GCEC.

3. Outcome and output

- Chairing the GCEC meetings and ensuring they are well run and focused
- Coordinating and overseeing delivery of agreed GCEC outputs such as research and blogs.
- Leading planning for the annual face to face meeting of the GCEC, setting clear aims and objectives and ensuring it is well positioned for policy impact opportunities in the local context.
- Linking the discussions and work of the GCEC to the Creative PEC's international research and policy priorities.

- Linking the work and discussions of the GCEC to the aims of the British Council's Creative Economy Programme.
- Running regular strategy monthly meetings with Creative PEC and British Council.

4. Timeline

Creating an annual plan for the Council to be signed off by Creative PEC and British Council and shared with GCEC members	By 28 May 2025
Agreement of a refreshed TORS for the new Council	By 28 May 2025
Setting up regular strategy monthly meetings with Creative PEC and British council	Meeting dates for the year confirmed by 28 May
A clear set of messages and objectives for the face to face meeting	By 13 June 2025
Before the end of the financial year a report on the years activities along with a recommendation of priorities for FY 26 - 27	By 19 March 2026

5. Fee & expenses

The annual fee of £10,000 will cover regular online meetings, the development of face-to-face meetings, and collaboration with Creative PEC and the British Council.

The fee is all inclusive other than specifically agreed travel and expenses related to an annual meeting. The above fee is for providing that year-round leadership of the GCEC as Chair; we anticipate that requiring the equivalent of approximately 25 days.

6. Reporting and communication

Your key contact for British Council is **Rehana Mughal**, Creative Economy Director and **Karen Brodie**, Deputy Director at Creative PEC and GCEC Deputy Chair

The following timetable sets out a schedule for planned meetings:

28 May 2025, 14:00 – 15:00	Online Introductory meeting with: Rehana Mughal, Karen Brodie, Hasan Bakhshi & Steve Stenning
Second Tuesday of every month at 10:00 – 10:30	Regular monitoring check-in call with Rehana Mughal & Karen Brodie
Online GCEC meetings	To be set and agreed by Chair
Quarterly Strategic Board Meetings	To be set and agreed by Rehana Mughal
(TBC)	Annual GCEC meeting

7. Qualifications and experience required

Essential

- Experience of chairing meetings and leading expert groups, including convening people with different views and perspectives.
- Excellent understanding of the creative industries and the creative economy.
- Excellent understanding of the importance of the creative economy and policy frameworks that support its development.
- Knowledge and understanding of working internationally and collaborating across cultures.
- Understanding of the role of evidence and research in supporting policymaking.
- Ambitious advocate for the creative industries and the potential of creativity.
- Experience of working collaboratively with sponsoring organisations.
- Demonstrable track record of working with academics, practitioners, policy professionals and investors.

Desirable

- Experience of writing and editing papers and contributing to shared knowledge on issues related to the creative economy.
- Experience of representing and advocating on public platforms.
- Knowledge of influencing policy internationally.

8. How to apply

Please send a copy of your CV and cover letter to Mirella.arcidiacono@britishcouncil.org highlighting how you meet the criteria.

The deadline to submit is 22 April, 5pm BST.

A panel composed of the British Council and Creative PEC will review all EOIs. Shortlisted candidates might be invited to an online interview with members of the panel.

9. Criteria for evaluation

EOIs will be evaluated against the qualifications and experiences set out in Section 7 above.

We are committed to diversity and inclusivity and welcome applications from all qualified candidates.