

British Council

Project Brief | 项目说明

China TeachingEnglish Community of Practice Leader (Star Mentor Programme)

中国区英语教师专业发展顾问（星级导师计划）

Role 顾问身份	TeachingEnglish Community of Practice Leader (Star Mentor Programme Regional Lead) 英语教师专业发展顾问（星级导师计划区域引领者）
Region 地区	China 中国
Contract Term 合约期限	Two years 两年
Contract Value 合约价值	RMB 40,000 人民币 40,000 元
Deadline 申请截止	27 April 2026, midnight Beijing time 2026 年 4 月 27 日 24:00

1. Project Background | 项目背景

About British Council | 关于英国文化教育协会

British Council, founded in 1934, is the UK's international organisation for cultural relations and educational opportunities, working across arts, English, education, and civil society in over 100 countries. See www.britishcouncil.org.

英国文化教育协会成立于 1934 年，是英国负责对外文化关系和教育交流的国际机构，在全球 100 多个国家开展合作。详情请访问官方网站 www.britishcouncil.org。

Project Context | 项目背景

The TeachingEnglish platform (www.teachingenglish.org.uk) is British Council's global hub for English teacher professional development. Since 2022, BC China has promoted the platform locally. Experience has shown that sustained adoption requires locally rooted "regional leaders" who embed TeachingEnglish resources within existing professional networks. Recent participant surveys indicate that over 94% of teachers report improved classroom practice after engaging with TeachingEnglish resources.

TeachingEnglish.org.uk 是英国文化教育协会面向全球英语教育从业者的专业发展平台。自 2022 年在中国区开始推广以来，实践证明 TeachingEnglish 平台的资源有效支持了英语教师的职业发展，提升了教学能力；近期参与教师反馈调查显示，超过 94% 的教师表示 TeachingEnglish 平台资源对其教学实践带来了切实改善。同时，“区域引领者”协助了资源的落地以及本地化教学的结合。

Project Objectives | 项目目标

- Increase Chinese English teacher participation in free MOOCs and webinars
- 促进更多中国英语教师参与 TeachingEnglish 平台免费慕课和网络研讨会
- Provide localised support for classroom practice application

- 为参与教师提供本地化支持，推动教学实践转化
- Cultivate sustainable teacher self-development ecosystems via the Star Mentor framework
- 依托星级导师机制培育可持续的教师自组织发展生态
- Facilitate domestic or cross-border professional exchange with Southeast Asian teacher networks
- 促进与国内或东南亚地区英语教师网络的交流合作

Peer Coach Mechanism | 同侪教练护航机制

Experienced Community of Practice (CoP) Leaders from previous cohorts will serve as peer coaches, providing hands-on guidance on community launch, TeachingEnglish resource integration, and Star Mentor local implementation.

往期优秀顾问将担任“教练”，在社群启动、TeachingEnglish 平台资源融合、星级导师本地化实施等方面为新任顾问提供具体指导。

2. Role and Responsibilities | 顾问角色与职责

Over the two-year term, CoP Leaders serve as regional anchors:

在两年服务期内，顾问作为区域引领者：

(1) Community Building & TeachingEnglish Promotion | 社群建设与资源推广

- Establish and maintain an online teacher learning community
- 建立并维护教师在线学习社群
- Encourage TeachingEnglish platform registration and active use
- 推动社群成员注册并活跃使用 TeachingEnglish 平台资源
- Design and run MOOC and webinar support activities
- 策划并开展慕课与研讨会助学活动

(2) Star Mentor Pipeline | 星级导师梯队培养

- Apply 1-to-5-star framework to develop community leaders
- 依托一星至五星梯队框架培养社群骨干
- Integrate TeachingEnglish courses into studio regular training
- 将 TeachingEnglish 课程融入工作室日常培训
- Facilitate cross-studio collaboration
- 促成工作室之间联合教研

(3) Research & Sharing | 调研与成果分享

- Support British Council's community surveys
- 配合英国文化教育协会进行社群调研
- Present community building outcomes at China TeachingEnglish Online Conference
- 在“中国英语教师专业发展主题论坛”中发言分享教研成果

(4) Regional Exchange | 区域交流

- Participate in in-person exchange activities (domestic or regional, as arranged)
- 参与线下交流活动（国内或区域，按安排参加）

(5) Reporting | 报告与沟通

- Submit reports and project summaries per British Council's request
- 按英国文化教育协会的要求提交工作报告与项目总结

3. Project Timeline | 项目时间表

Application deadline 申请截止	27 April 2026 2026年4月27日
Selection 遴选期	28 Apr – 31 May 2026
Contract signing 合同签订	Late May 2026 2026年5月下旬
Project launch 项目启动	June 2026 2026年6月
Service term 服务期	Jun 2026 – May 2028 (2 years) 2026年6月–2028年5月
Coach onboarding 教练启动	Within first month 启动后首月内

4. Service Contract Fee | 项目经费

British Council will provide each successful applicant with a **two-year service contract valued at RMB 40,000**.

英国文化教育协会将为每位成功申请者提供为期两年、总价值人民币 40,000 元的服务合约。

This operational budget is to support selected CoP Leaders in carrying out community management, workshop coordination, travel arrangements, and related activities. Fees will be disbursed to individuals in two instalments in the form of service remuneration, with specific payment milestones and conditions as stipulated in the formal contract.

本项目经费定位为运营预算，用于支持入选导师开展社群运营、研讨组织、参与线下活动的差旅协调等各项动作，以劳务报酬形式分两次发放给个人，具体发放节点与条件以正式合同为准。

During the service term, British Council will arrange at least one in-person activity, which may take place either domestically or in the Southeast Asia region. British Council will cover accommodation and on-site costs. Long-distance travel may be arranged flexibly from the contract fee.

在服务期内，英国文化教育协会将安排至少一次线下活动，地点可能在国内或东南亚地区。英国文化教育协会承担食宿费用；大交通可从合约经费中灵活安排。

5. Expected Outcomes | 预期成果

This programme offers two pathways to deliver impact. Applicants choose the pathway that best fits their working style and existing infrastructure. CoP Leaders may discuss pacing and pathway selection with the British Council project team.

本计划提供两条实施路径，申请者可结合自身工作方式与现有资源基础选择适合的路径。顾问可与英国文化教育协会项目组协商推进节奏与路径选择。

Pathway A (Recommended): Tiered Star Mentor Network | 路径 A (推荐)：分层星级导师网络

The “leader of leaders” model — pioneered in the Hunan pilot and now ready for replication. You build a self-sustaining network through sub-community leaders, multiplying your reach far beyond what any individual could achieve alone.

“导师带导师”模式 —— 由湖南试点首创并已具备复制条件。您通过子社群领导者构建可自我维持的网络，将影响力扩展至个人无法独立达成的规模。

(A1) Tiered Community Network | 分层社群网络：

- Network reaching **600+ teachers** through sub-community leaders; 90%+ TeachingEnglish registration rate
- 通过子社群领导者带动的网络覆盖教师 **600 人以上**；TeachingEnglish 平台注册率 **90% 以上**

(A2) Sub-Community Leaders | 子社群领导者：

- Recruit and develop **20+ sub-community leaders**, each running their own teacher community
- 招募并培养 **20 名以上子社群领导者**，各自管理独立教师社群

(A3) Star Mentor Pyramid | 星级导师梯队：

- Cultivate the full pyramid over two years: **2+ five-star, 4+ four-star, 10+ three-star, and 20+ one-star mentors**
- Establish a “mentors developing mentors” rhythm so the pipeline continues to grow
- 两年内培育完整梯队：**五星导师 2 人以上、四星导师 4 人以上、三星导师 10 人以上、一星导师 20 人以上**
- 建立“导师带导师”的传带机制，使梯队持续生长

(A4) MOOC Engagement (network-wide) | 慕课助学（网络整体）：

- **6+ MOOCs** activated across the network (3+/year); **300+ certificates** and 3+ teaching cases per MOOC
- 网络内累计开展 **6 门以上慕课**（每年至少 3 门）；每门产出 **300+ 证书** 及 **3+ 教学案例**

Pathway B (Alternative): Direct Community Leadership | 路径 B (备选)：直接社群引领

A more hands-on model for applicants whose primary strength is direct teacher engagement. You personally lead a strong learning community, with the option to seed star mentors organically as the community matures.

更注重直接参与的模式，适合擅长一线教师互动的申请者。您亲自带领一个高质量的学习社群，并可在社群成熟过程中自然孵化星级导师。

(B1) Personal Community | 个人社群：

- Build and maintain a **600+ member** teacher learning community over two years; 90%+ TeachingEnglish registration rate
- 两年内建设并维护 **600 人** 以上的教师学习社群; TeachingEnglish 平台注册率 90% 以上

(B2) MOOC Engagement | 慕课助学:

- Lead community through **6+ MOOCs** (3+/year); **300+ certificates** and 3+ teaching cases per MOOC
- 引导社群完成 **6 门** 以上慕课 (每年至少 3 门); 每门产出 **300+ 证书** 及 **3+** 教学案例

(B3) Star Mentor Seeding | 星级导师孵化:

- Identify and develop **5+ teachers reaching one-star** and **1–2 reaching three-star or above**
- 识别并培养 **5 位** 以上一星导师及 **1–2 位** 三星及以上导师

Common Requirements (Both Pathways) | 共同要求 (适用于两条路径)

(C1) Webinars & Sharing | 研讨会与分享:

- 2+ webinars promoted/month; 1 community sharing session/month
- 每月推广 **2 场** 以上研讨会; 每月开展 **1 次** 群内分享会

(C2) Reports | 工作报告:

- Monthly brief by the 10th; annual summary at year-end
- 每月简报 (次月 10 日前); 年度总结

(C3) Surveys & Regional | 调研与教学案例:

- Support 2 surveys/year (80%+ response); contribute at least one teaching showcase case per year
- 配合约每年 **2 次** 问卷 (80%+ 回收率); 每年至少提供一个视频教学案例

(C4) Conference Presentation | 论坛发言:

- Present community building outcomes at China TeachingEnglish Online Conference (biennial)
- 在“中国英语教师专业发展主题论坛”中发言分享教研成果 (两年内参加至少一次)

Note: All quantitative targets listed above — including numbers of teachers reached, MOOCs facilitated, and certificates generated — represent cumulative goals across the two-year service period. These are to be achieved progressively, growing naturally as the community establishes itself and expands its reach, rather than being expected from the outset. That said, monthly community-building activities — such as promoting webinars and organising sharing sessions — must be sustained throughout, as these form the foundation for continued growth in community scale.

上述各项量化指标 (覆盖教师人数、慕课引领数、证书产出数等) 为两年服务期内的累计目标, 采用渐进式达成模式——即随着社群逐步建立、影响力逐步扩大而自然累积, 并非要求项目启动初期即达到该数字。但月度的社群运营动作 (如研讨会推广、分享会组织等) 需持续进行, 这是社群规模能够持续增长的基础。

6. Applicant Qualifications | 申请者资质要求

Essential | 基本要求:

- 3+ years English teaching at primary/junior secondary in China
中国小学/初中英语教学经验 3 年以上
- Online teacher community management experience
在线教师社群管理经验
- Teacher training experience
教师培训经验

Preferred | 优先条件:

- Master Teacher Studio lead or subject leader
名师工作室主持人或英语学科带头人
- English Teaching and Research Officer
英语教研员
- Familiarity with TeachingEnglish.org.uk
熟悉 TeachingEnglish 平台
- 100+ member teacher community
100 人以上教师社群
- Conference presentation experience
研讨会发言经验

7. Application Procedure | 申请流程

Submit by **midnight 27 April 2026** to **sharon.wang@britishcouncil.org.cn** CC'ing **chen.li@britishcouncil.org.cn**

请于 2026 年 4 月 27 日 24:00 前发送至上述邮箱。

Subject: TeachingEnglish China Application – [Your Name]

Materials | 提交材料:

1. Application Form (English preferred; Chinese accepted) | 《申请表》
2. Chinese CV with training/project experience highlighted | 中文简历
3. Supporting documents (optional) | 佐证材料 (如有)

Enquiries: by 23 April 2026 | 提问截止: 2026 年 4 月 23 日

Results: by 31 May 2026; confirm within 2 working days | 结果通知: 5 月 31 日前; 收到通知后须在 2 个工作日内确认

All application materials will be kept strictly confidential and used solely for the purposes of this selection process. The British Council will handle all personal information in accordance with UK and international data protection standards. For more information, please visit: www.britishcouncil.org/privacy

所有申请材料将严格保密, 仅用于项目评选。英国文化教育协会将根据英国和国际数据保护标准处理所有个人信息。详情请参见: www.britishcouncil.org/privacy

8. Evaluation Criteria | 评估标准

Non-compliant applications will be rejected. | 未按要求流程提交的申请将被拒绝。

Criteria 评估标准	Weight	Description 说明
English teaching expertise & experience 英语教学专业技能与经验	50%	Depth and breadth of ELT practice 教学实践的深度与广度
Studio / community management 工作室/社群管理履历	50%	Scale, sustainability, outcomes 规模、持续性与成效