

# Marketing and Communications Manager

## About WorldSkills

WorldSkills is a movement that impacts the lives of young people through skills. The 85 Member countries and regions that belong to WorldSkills reach two-thirds of the world's population and create measurable impact at every level through skills development and promotion. We inspire young people to develop a passion for skills and pursue excellence, through competitions and programmes.

We develop skills through global training standards, benchmarking systems, and enhancing industry engagement. We influence industry, government, and educators through cooperation, and by building a global platform of skills for all.

Every two years, we host the world's largest skills competition event, the WorldSkills Competition, featuring over 1,500 inspiring young people showcasing their skills.

Visit us at <https://www.worldskills.org>.

## The role

WorldSkills is looking for a Marketing and Communications Manager to join our global, diverse, and virtual team.

As the Marketing and Communications Manager, you will bring to life the WorldSkills story, using your creativity, writing, and event management skills to:

- Develop and manage the marketing assets, content, digital presence, and social media of WorldSkills
- Work with Member countries and regions to activate the WorldSkills brand, toolkits, and resources
- Collaborate with the Sponsorship and Partnership team to engage with our Global Partners and other international NGOs
- Work closely with Competition Organizers on all marketing and communication elements of WorldSkills Competitions, including brand application, media outreach, media operations, and video and content production
- Support our Champion ambassadors as they share their stories on the global stage

This role reports to the Director of Marketing and Communications and works closely with colleagues from various departments and various external specialists and contractors.

## Profile, qualifications, experience

- Bachelor's degree or diploma, or equivalent education
- At least five years of experience in a similar role or position
- Excellent spoken and written English (additional languages are an advantage)
- Solid knowledge and experience in branding, communications, and marketing
- Track record in working on large-scale events
- Experience with press outreach and management
- Experience working in multicultural and virtual environments
- High attention to detail
- Availability to travel internationally for one to three weeks at a time on multiple occasions throughout the year
- Flexible availability to meet regularly with your international team members in various time zones

## Join the WorldSkills team

- Support a mission designed to improve skills development around the world
- Work in a virtual office and travel internationally
- Be part of an experienced team working alongside Members from 85 countries and regions, over 20 Global Partners, and our event organizers

## Please provide

In a single PDF, please send:

- Short statement sharing why you are interested in this role
- Your CV
- Portfolio samples of marketing and communications strategies, projects, and plans you have developed (PDFs or digital links)
- Three writing samples

All applications are strictly confidential between the applicant and WorldSkills International management.

## Deadline: 17 March 2023

Please send your application to [secretariat@worldskills.org](mailto:secretariat@worldskills.org).

Include in the subject line: **WorldSkills application – Communications Manager**