

Event Marketing and Communications Manager

About WorldSkills

WorldSkills is a movement that changes the lives of young people through skills. On the international level, 89 Member organizations that belong to WorldSkills reach over 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 promotions.

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

Every two years, we host the world's largest skills competition event, the WorldSkills Competition (WSC), featuring more than 1,400 inspiring young people showcasing their skills.

Refer to <https://www.worldskills.org>.

The role

We are looking for an Event Marketing and Communications Manager to join our global, multi-cultural, and virtual Secretariat team at WorldSkills International (WSI).

In this role, you will help shape and deliver marketing and communications for WorldSkills global events, including the WorldSkills Competition and the WorldSkills Conference. You will work closely with the Director of Marketing and Communications and colleagues across the organization to ensure our events are promoted effectively, our messaging is consistent, and our brand is represented with excellence around the world.

This role provides strategic oversight and advisory support to the Competition Organizer, with a focus on ensuring the successful delivery of marketing and communications in line with WorldSkills standards, values, and expectations.

You will also contribute to building the organization's capacity in event communications by mentoring colleagues, managing contractors, and supporting partner relationships. This is a hands-on role that combines planning, coordination, and creative execution to deliver engaging global events, aligned with the WorldSkills brand.

Areas of responsibility and tasks

- **Strategic development and implementation**
 - Support the Director of Marketing and Communications in shaping and implementing the overall event marketing and communications strategy that is aligned with WorldSkills Vision 2035 and brand strategy.
 - Oversee the marketing and communications project plan development for WorldSkills events, ensuring timely delivery of all activities and materials.
 - Anticipate challenges and provide clear direction under pressure to maintain professional standards and consistent brand voice.
- **Event marketing**
 - Work directly with the Competition Organizer on marketing and communications for WorldSkills Competitions.
 - Develop and implement the marketing and communication strategy, and Member and partner marketing outreach plans for WorldSkills Conferences.

- **Content and storytelling**

- Take initiative in developing innovative campaigns and content that enhance awareness, engagement, and participation.
- Oversee the creation and approvals of event-related content, including key messages, speeches, publications, videos, photography, and digital assets.
- Ensure consistent storytelling that values skills and demonstrates the impact of WorldSkills events on youth, education, and industry.

- **Media support**

- Support media and public relations efforts related to WorldSkills events, including Member point of contact, managing press lists and approvals, and coordinating interviews.
- Collaborate with Media Operations to service high-level international media, ensuring accurate information, smooth logistics, and professional engagement.
- Monitor media coverage and digital engagement metrics to evaluate event impact.

- **Event delivery**

- Support the Director of Marketing and Communications with communications for major events, ensuring smooth coordination of messaging, media management, and partner visibility.
- Oversee the review and approval of event collateral, digital campaigns, signage, and wayfinding.
- Collaborate with the Sponsorship and Partnership team to engage with our Global Partners and international NGOs.
- Build and maintain strong relationships with internal teams, Members, Competition Organizers, and external contractors to ensure cohesive delivery.

Profile, qualifications, experience

- A relevant vocational or university qualification.
- At least five years of experience in international marketing and communications event planning and project management.
- 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.
- Excellent spoken and written English (additional languages are an advantage).
- High attention to detail.
- High level of IT competence with ability to learn quickly (especially MS Office 365, and digital and web-based applications).
- Experience of working virtually and remotely will be a distinct advantage.
- Availability to travel internationally for one to three weeks at least six times 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 over 100 countries and regions, 30 Global Partners, and our Competition Organizers.

Please provide

In a single PDF, please send:

- Short statement sharing:
 - (a) Why are you interested in this role?
 - (b) What attributes do you have that make you suitable for this role?
 - (c) Your availability, salary expectations (annual gross), any conditions of employment, and any other relevant information.
- Your CV
- Sample of 3 written articles, speeches, or content pieces
- One-page summary describing a project or event you led, including its scope, results, your role, main challenges, and what you learned

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

Deadline: 28 November 2025

Please send your application to secretariat@worldskills.org.

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