

# MARKETING AND COMMUNICATIONS MANAGER

## INTRODUCTION

WorldSkills is seeking a Marketing and Communications Manager to join the Secretariat. This would be a full-time contracted position.

Join the virtual team and work with the global Secretariat from anywhere in the world.

## DEADLINE FOR APPLICATION

Friday, 11 December 2015

## WHAT NEEDS TO BE SUBMITTED

- Full resume/CV
- Portfolio/samples of writing in English (at least three pieces that you wrote)
- Three references

## SUBMIT APPLICATION TO

Michelle Bussey

Communications, Marketing and Special Events Director

[Michelle.bussey@worldskills.org](mailto:Michelle.bussey@worldskills.org)

## GENERAL DESCRIPTION

The Marketing and Communications Manager reports directly to the Communications, Marketing and Special Events Director. They will play a very important role in implementing all the internal and external communications, handling the international media relations, public relations, social media, as well as all the operational marketing initiatives for the entire organization and events. This includes working with Members, Partners, other WorldSkills groups (like Sponsorship, Foundation, Technical, etc.) and event organizers (e.g. WorldSkills Competitions, General Assemblies) on all of the above areas to strengthen and develop the brand.

WorldSkills has a new brand and the Marketing and Communications Manager is responsible for spreading the key messages publically but also to ensure that all stakeholders are regularly informed. They will also have to create all supporting marketing material and promotional pieces for WorldSkills and the events.

The position requires a high level of integrity, as they'll likely be exposed to confidential and sensitive information. They will possess the ability to complete complex tasks and projects quickly, make smart, informed and timely decisions with limited guidance and exercise appropriate levels of urgency and judgement to situations that require time-sensitive responses. They are high-energy, proactive, resourceful and dedicated and share a passion for the mission and vision of WorldSkills.

## ROLE SPECIFIC SKILLS/QUALIFICATIONS

- Professional marketing, public relations and/or communications education

- 3-5 years working in marketing, public relations, and/or Communications roles, preferably at a national or international level
- Excellent presentation skills (creating and giving presentations)
- Strong creative and technical writer
- Be a good 'story' creator
- Exceptional written English
- Acute attention to detail
- Ability to work with a detailed style guideline and brand strategy
- Outstanding interpersonal and organizational skills
- Leadership skills in order to manage media activities for events
- Passionate Communicator: excellent communication skills (verbal and written) with the ability to influence and follow through (internal/external)
- An excellent understanding of the media on a regional, national, and an international level
- Expertise on all matters relating to public relations and communications
- Expertise on all matters of marketing and promotion
- Expertise in social media content development and strategies

## GENERAL REQUIREMENTS

- Develop and apply a high level of understanding and awareness of WorldSkills' goals, objectives and priorities to effectively action enquiries and requests
  - Self-confidence
  - Meeting management
  - Promotes process improvements
  - Decisive decision making skills
  - Extremely competent with technology and ability to learn quickly
  - Ability to maintain complete professionalism under extreme pressure
  - Ability to work in a multicultural environment and global organization
  - Multi-lingual would be an asset
  - Strong relationship management skills
  - Must be able to work well independently and as part of a virtual team in an international environment
  - Capable of working extra hours whenever necessary
  - Capable of handling difficult situations
  - Ability to listen well and comprehend instructions the first time so that there is little or no follow-up required
  - Superior attention to detail
  - Ability to meet deadlines while addressing multiple requests
  - A high level of integrity and discretion in handling confidential information is critical
  - Superior project and time management skills
  - Ability to prioritize
  - Always provide quality customer service internally and externally
  - Emails responded to within appropriate timeframe
  - Regular status meetings (online) with the Communications, Marketing and Special Events Director
  - Attend regular Secretariat meetings on Skype
  - Creative thinking
  - Good team working abilities and attitude
  - Excellent problem solving abilities
  - The ability to motivate other members of the team
  - The ability to think spontaneously and respond positively to pressure
- A committed and flexible approach to the job