

COMMUNICATIONS AND MARKETING DIRECTOR

INTRODUCTION

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

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

DEADLINE FOR APPLICATION

Friday, 18 December 2015

WHAT NEEDS TO BE SUBMITTED

- Full resume/CV
- Portfolio/samples of writing in English (at least three pieces that you wrote)
- Samples of strategies or implementation plans that you have lead and managed
- Proven examples of brand management
- Three references

SUBMIT APPLICATION TO

Michelle Bussey

Communications, Marketing, and Special Events Director

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GENERAL DESCRIPTION

The Communications and Marketing Director plays a very important role in leading and managing the marketing, communications, branding, and media/PR for the organization. This includes working with Members, Partners, and Event Organizers on all of these areas to promote, strengthen and protect the brand. You 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. You are high-energy, proactive, resourceful, and dedicated and share a passion for the mission and vision of WorldSkills. The position requires a high level of integrity, as you'll be dealing with multiple and complex stakeholder groups and likely be exposed to confidential and sensitive information.

QUALIFICATIONS, EXPERIENCE, AND SKILLS

- University degree qualification or equivalent
- Further professional development completion would be an advantage
- Minimum of 5 years senior management and leadership experience
- Extensive experience in a similar position, ideally in an international company or organization
- Experience in multicultural situations desirable
- Outstanding communication (written and verbal), interpersonal and organizational skills
- Excellent presentation skills
- Strong relationship management skills
- Strong Leadership skills
- Excellent team player working collaboratively internally and externally
- Decisive decision-making skills
- Ability to maintain complete professionalism under extreme pressure
- Ability to handle difficult situations
- Superior attention to detail
- Ability to meet deadlines while addressing multiple requests
- A high level of integrity and discretion in handling confidential information
- Superior project and time management skills
- Extremely competent with technology and ability to learn new things quickly
- Willingness to travel internationally and work some evenings and weekends when required

SPECIFIC ROLES AND RESPONSIBILITIES

COMMUNICATIONS

- Create, maintain, and keep updated Brand and Communications Strategy and Implementation Plan
- Work in close partnership with Competition Organizer on all things marketing, communications, media, branding, photography, videography, signage, advertising, WorldSkills awareness, and media at the Ceremonies
- Leadership of cooperation between Members in sharing of marketing resources and ideas, including moderation of Marketing and Communications discussion forum and chairing the Marketing and Communications Working Group (MCWG).
- Work with WorldSkills Foundation on communicating their goals and projects to Members and public through WSI channels
- Provide strategy and guidance on overall layout and plan of WorldSkills website content
- Work with regional Competition Organizers to find synergy and better ways to share resources and joint promotion

BRANDING

- Be the brand ambassador and leader both internationally and with all the Members and Partners
- Further develop ways to expand the brand and resources
- Look for opportunities for Members and Partners to embrace the brand
- Ongoing strengthening of WorldSkills Brand and strategy
- WorldSkills Identity Guidelines
- WorldSkills Style Guide

MARKETING

- Oversee all signage, clothing, items printed with the WorldSkills brand by WorldSkills or for an event
- International Marketing and Communications partnership with the Competition Organizer
- Photography plans and management
- Videography plans and management

MEDIA/PR

- Media Engagement Strategy
- Provide Board, CEO and WSI spokespeople with up-to-date key messages for each event.
- Develop new applications and strategies to communicate WS stakeholder success stories as our principal promotional medium
- Work with Competition Organizer to ensure that the WSC is more attractive to media

STRATEGY

- Work closely with Strategy Committee and is part of Strategy Committee Management Team