

ROLES AND RESPONSIBILITIES – MARKETING AND COMMUNICATIONS MANAGER

GENERAL DESCRIPTION

The Marketing and Communications Manager (MCM) plays a very important role in managing the marketing, communication, 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. He/she 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. He/she is high-energy, proactive, resourceful, and dedicated and shares a passion for the mission and vision of WorldSkills Europe. The position requires a high level of integrity, as he/she'll be dealing with multiple and complex stakeholder groups and likely be exposed to confidential and sensitive information.

QUALIFICATIONS/EXPERIENCE/SKILLS

- University degree qualification or equivalent
- Further professional development completion would be an advantage
- Extensive experience in a similar position, ideally in an international company or organization
- Experience in multicultural situations desirable
- Understanding media and PR strategies including use of social media
- Outstanding communication (written and verbal in English), 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
- Travel logistics and scheduling
- Promotes process improvements
- Must have high patience level
- Ability to listen well and comprehend instructions the first time so that there is little or no follow up required
- Self-confidence
- Develop and apply a high level of understanding and awareness of WorldSkills Europe's goals, objectives and priorities to effectively navigate inquiries and requests

PORTFOLIO

ITEM	INCLUDES	PERSON RESPONSIBLE OPERATIONALLY
Strategy	Direct support to the GM on all areas relating to strategy	Marketing and Communications Manager
Brand and Communications Strategy and implementation	How it relates organizationally and to the movement, including the key messages, media training, overall strategies for each focus area	Marketing and Communications Manager
Marketing and Communications Working Group (MCWG)	Chaired by Chair Marketing and Communication	Marketing and Communications Manager
Media Relations	Service the media, cultivate relationships and outreach to media, briefed spokespeople prior to interviews, manage media requests.	Marketing and Communications Manager
Official photography	Manage, develop, and implement	Marketing and Communications Manager
Communication	Newsletter, website news and homepage, internal and external communiques, telling stories, etc.	Marketing and Communications Manager
Web strategy	Overall information layout and gathering	Marketing and Communications Manager
Marketing	All signage, advertising, marketing pieces, clothing/uniforms	Marketing and Communications Manager
Branding	Creating and updating brand book and resources regularly and work with Members, hosts, and Partners to adopt the brand.	Marketing and Communications Manager
Social Media	Monitor, maintain, and provide/develop material per channel by audience on an ongoing basis working with all key stakeholders. Also keep ahead of trends.	Marketing and Communications Manager
Event	Work together with the Event organiser, the members and WorldSkills Europe on the marketing of the event before, during and after.	Marketing and Communications Manager

ROLES AND RESPONSIBILITIES

STRATEGY

- Work under the leadership of Chair Marketing and Communications and Strategy Committee
- Be actively engaged with Marketing and Communications Working Group and Strategy Committee and the development of agendas and documents.
- Work with Chair Marketing and Communications and Chair and Vice Chair of the Strategy Committee on portfolio items
- Work with the GM on implementation of the marketing and communication strategies
- Develop and maintain a joint media strategy with Partners and WSE

BRANDING

- Manage the development and execution of the Brand Strategy
- Identify opportunities to expand the brand, including increased adoption by Members and Partners
- Promote and market the organization and its mission and objectives to the various stakeholders
- Oversee the Competition marketing, communications, media, special events, branding, social media, photography, videography, signage, advertising, WorldSkills awareness, visitor experience, and media

MEDIA/PR

- Manage the European Media Engagement Strategy
- Provide Board, GM and WSE spokespeople with up-to-date key messages and media training
- Work with Event Organizer to ensure that the EuroSkills Events is more attractive to media and the public e.g. Visitor Experience
- Work with Meeting Organizer to ensure that the WorldSkills Europe Meetings are more attractive to media
- Actively engage with Partners and European partner organizations media activities and create and share stories

MARKETING AND COMMUNICATIONS WORKING GROUP (MCWG)

- Manage cooperation between Members in sharing of marketing resources and ideas
- Assist the Chair Marketing and Communications in chairing the MCWG
- Implement, monitor and facilitate the Marketing and Communications discussion forum

COMMUNICATIONS

- Oversee the execution of internal and external communication initiatives
- Promote and market the organization and its mission and objectives to the various stakeholders
- Actively participate in the Marketing and Communications discussion forum, social networks and the Marketing and Communications Working Group (MCWG).

DIGITAL MARKETING

- Develop strategy on overall layout, architecture and goals of the website
- Oversee and approve website content
- Ensure news and content reflects current activities of the WorldSkills Europe community
- Website media content development – build it up to be a year round resource and tool for Members and media by having up to date information and materials

MARKETING

- Develop European Marketing & Communications partnership with the Competition Organizer, including MOU (with GM)

- Oversee all items developed with the WorldSkills Europe brand by WorldSkills Europe or for a EuroSkills event
- Management and measurement of marketing initiatives
- Management of Photography and video plans
- Work with EuroSkills Organizers to find synergy and better ways to share resources and joint promotion

SOCIAL MEDIA

- Oversee social media policy, strategy, calendar, and analytics
- Develop policy and strategies to work with Competition Organizers and Members
- Suggest and generate ideas for social media to achieve PR objectives
- Create communication for social media and broadcast it and provide members with it

ADMINISTRATION

- Organize and maintain files and records
- Prepare and edit correspondence, reports and presentations
- Write reports if needed
- Always provide quality customer service internally and externally
- Respond to emails within appropriate timeframe
- Attend regular Secretariat meetings

ORGANIZATIONAL

- Conduct any market or organizational research as needed
- Improve quality results by studying, evaluating, and re-designing processes and implementing changes.
- Ensure that all work is done in accordance with the style and identity guidelines and WSE systems and processes.

PROJECT BASED

- Complete projects and special assignments by establishing objectives; determining priorities; managing time; gaining cooperation of others; monitoring progress; problem-solving; and making adjustments to plans.
- Manage projects and conduct research as needed

PROFESSIONAL DEVELOPMENT

- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; and participating in professional organizations

STAFF

GM – General Manager

CM – Competition Manager

TC – Technical Coordinator

MCM – Marketing and Communications Manager

ADM – Administrative Assistant

FA – Finance Assistant