

# FREE LANCE MANAGER - SPONSORSHIP AND PARTNERSHIP

WorldSkills Europe is a not-for-profit organisation whose main aims are to promote excellence in the field of skills and competence development, vocational education and training and craftsmanship, primarily focused on young people.

WorldSkills Europe hosts the biennial EuroSkills competition to enhance the status and attractiveness of vocational education and training, particularly among young people and their parents.

## OVERVIEW OF ROLE

The Sponsorship and Partnership Manager is responsible for developing and managing WorldSkills Europe's sponsorship strategies. The Sponsorship and Partnership Manager prospects, builds and provides management on all aspects of sponsorships by handling all sponsorship accounts, negotiating all contracts and works closely with both the host of the EuroSkills event and the Sponsorship and Partnership Director of WorldSkills International.

We are looking for an individual who shares our values and is passionate about demonstrating them across our events and partners.

The role will report to the Director of Sponsorship and Partnership. The right candidate will work with our partners and drive our sponsorship strategy, and will be comfortable working with a small remote team, though an ability to effectively interact with stakeholders at all levels from across the organisation - while remaining flexible, analytical, proactive, resourceful, and efficient - is essential.

The role requires a willingness to travel and flexibility around working hours.

Please note that this is an independent contractor position.

## KEY RESPONSIBILITIES

- Developing and presenting the Sponsorship Strategy of the organization;
- Managing ongoing host and sponsor liaison;
- Work on new business pitches / sponsorship and partnership development activities;
- Writing bespoke sponsorship packages as well as some marketing and copywriting;
- Advise/Guide host regarding event related sponsorship processes and issues;
- Manage communication between sponsors, partners and hosts to ensure effective event delivery;
- Deliver high quality levels of customer service in keeping with our brand and ethics;
- Manage sponsor liaison to ensure sponsorship packages are delivered and managed effectively;
- Manage effective post event evaluation with all sponsors and partner to ensure effective continuous improvement;
- Understand sponsors and partners business objectives and identify sponsorship solutions that deliver results through consultative selling;
- Ensure sponsorship forms part of the wider organisation's work as opposed to isolated one-offs;
- Design Key performance Indicators (KPIs) and measure the return from events and sponsorship;
- Produce post event evaluation reports and meet with clients and sponsors as required to review events and secure future bookings.

## SKILLS, KNOWLEDGE AND EXPERIENCE

- Knowledge of and previous involvement in EuroSkills or WorldSkills Competitions and related activities a must;
- Knowledge of the WorldSkills movement is a plus;
- Knowledge of and interest in the vocational education sector;
- Excellent communication and interpersonal skills to successfully engage key decision makers and high-profile sponsors both over the phone and face to face;
- Willingness to interact with people and ready to go the extra mile for our sponsors and stakeholders;
- In depth event experience operating at manager level;
- Ability to build relationships at a senior level;
- Diplomacy and gravitas to influence and make an impact with partners while being an advisor;
- Ability to flex style and approach to the situation and audience;
- Ability to effectively communicate key business messages to a diverse audience;
- Solid business acumen and problem-solving skills;
- Strong IT skills including Microsoft Office;
- Strong attention to detail, especially when working to tight deadlines and simultaneous projects;
- Excellent written and verbal communication skills in English (additional languages an advantage), including an ability to summarize complex information and present it in a simplified, accurate format;
- Strong organisational, time management and project management skills;
- Ability to manage up and manage across; and ability to work with staff at all levels (experience working with teams remotely is preferred);
- Self-starter, ability to use initiative and provide proactive support to a team;
- Great organisational and interpersonal skills;
- Enthusiastic team-player with a friendly and professional personality.

## BENEFITS

You will be able to work from home. Freelance working arrangements, but the ideal candidate must be available to work a minimum of 104-156 days per year (you can work around your availability). Pay rate is commensurate with experience.

**Deadline for applications: 12 May 2025 at midnight CET**

If you would like to apply for this role, please send your CV and covering letter to [laurence.gates@worldskillseurope.org](mailto:laurence.gates@worldskillseurope.org) copy to [zosofia.csiszar@worldskillseurope.org](mailto:zosofia.csiszar@worldskillseurope.org)

Please note that interviews for this role will be conducted online on 21 May 2025 in the morning.

Applications without covering letters will not be considered. No agencies please.