

**Information pack for the role of
Senior Communications Manager –
maternity cover (14 months, fixed
term)**

WorldSkills UK

May 2021

About WorldSkills UK

WorldSkills UK is an independent charity and a partnership between employers, education, and governments. Together, we are using international best practice to raise standards in apprenticeships and technical education so more young people and employers succeed.

We are a proud member of WorldSkills, a global movement of over 80 countries. WorldSkills supports young people across the world via competitions-based training, assessment and benchmarking, with members' national teams ultimately testing their ability to achieve world-class standards in the biennial 'skills olympics'. The insights we gain from training as part of this global network help us raise standards across the UK.

We innovate to help employers by benchmarking with skills systems from across the world to inform policy and practice, ensuring high-quality skills and boosting the UK economy.

We develop educators, by sharing international best practice, to deliver high quality training and assessment.

We inspire young people, whatever their background, to choose high-quality apprenticeships and technical education as a prestigious career route.

Our vision

Apprenticeships and technical education are prestigious career routes for all young people.

Our mission

To improve the quality of apprenticeships and technical education for the benefit of all young people and employers.

Structure and governance

WorldSkills UK has a dynamic, hardworking staff team of around 40 and is structured into three directorates each directorate is led by a Director, or the Deputy CEO and CEO, who form the Senior Leadership Team. WorldSkills UK is a registered charity with a Board of Trustees strategically overseeing its effective operation in conjunction with the Chief Executive to ensure it meets its charitable objectives. The Board is made up of representatives of further education, skills and industry ensuring that the organisation's activities are firmly representative of the audiences and target groups it serves in its work.

Diversity

At WorldSkills UK we strongly value diversity and inclusion and recognise that it is critical to our success. We are committed to creating an inclusive environment for all who work with us and strongly welcome applications from diverse

backgrounds. WorldSkills UK is an equal opportunities employer that encourages applications from anyone who meets the specific criteria of the post regardless of age, disability, ethnicity, gender, gender reassignment, marital and civil partnership status, pregnancy, religion or belief or sexual orientation. We particularly encourage applications from those from diverse groups, such as women, members of the BAME and LGBTQ+ communities, to join us as at WorldSkills UK.

We are a member of the Disability Confident Scheme and guarantee interviews to all disabled candidates who meet the minimum criteria for our vacancies, and we are committed to making reasonable adjustments at all stages of the recruitment process for candidates to perform to the best of their ability.



About the role

This is an exciting opportunity to lead media relations for WorldSkills UK at a critical time in our organisation's development as we position ourselves as a skills quality improvement partner for the technical education sector and make the case for technical education to help power the UK's economic recovery, while also looking ahead to the next WorldSkills competition in Shanghai in 2022.

Job description

Role:	Senior Communications Manager – maternity cover(14 months fixed term)
Grade:	B
Directorate:	The External Affairs team reports directly to the Chief Executive
Team:	External Affairs
Manager:	Head of External Affairs
Direct reports:	External PR Consultant

Role purpose

The purpose of this role is to work as part of a team, developing, managing, and delivering WorldSkills UK's media relations strategy. The Senior Communications Manager role will work closely with the CEO and the Head of External Affairs, as well as external agencies, and the wider team to generate and implement a cross-organisational strategy, raising awareness and increasing engagement of WorldSkills UK to all media; ensuring the reputation of the organisation is grown and upheld. In addition, the Senior Communications Manager has responsibility for directly managing the external PR Consultant.

Key tasks and responsibilities:

1. To lead media relations for WorldSkills UK.
2. Work as part of the External Affairs team across all projects, ensuring an integrated and consistent team approach as well as working closely with others across the organisation and utilising all available channels.
3. Work with the Head of External Affairs, Operations and Marketing Directorate and external PR Consultant to deliver the agreed media relations strategy for WorldSkills UK, ensuring content and messages are planned and disseminated in a targeted and integrated way.
4. Develop and manage a journalist contact programme – maintaining and building strong media relationships.
5. Manage and deliver on Media Partnerships (National and Education trade media) as contractually agreed.
6. Manage WorldSkills UK's media monitoring systems and tools, providing regular reports to inform internal management.

7. Work closely with Senior Leadership Team to build their profiles in the media, identify and secure external speaking opportunities and undertake copy writing for internal and external publications.
8. Represent WorldSkills UK at external meetings with sponsors and partners, including international organisations as part of the WorldSkills network
9. Take ownership of projects within the External Affairs team and effectively co-ordinate resources (including agencies, suppliers, contractors) so that all project elements are delivered to acceptable standards on time, to budget and meet the required specification(s)/objective(s).

Other:

- contribute to the successful delivery of WorldSkills UK's strategic priorities and annual business objectives
- all employees are expected to promote and comply with WorldSkills UK's Employee Handbook and the policies contained therein with reference to those related to Health and Safety and on equality, diversity, and inclusion
- any other duty as may be reasonably assigned that is consistent with the nature of the job and its level of responsibility. Any significant changes will be made in consultation with the post holder acknowledging experience, education, and ability.

Person specification

Key: [E] Essential / [D] Desirable.

Qualifications and experience:

- experience and detailed knowledge of planning, managing, and developing communication strategies [E]
- experience of working with the media, drafting press releases, managing journalist's requests, setting up interviews and selling in stories [E]
- experience of working with a range of stakeholders with diverse needs [E]
- experience of writing targeted content for a range of publications [E]
- experience of working cross-organisation to generate content and messages [E]
- experience of managing external agencies and suppliers [E]
- experience of working in the education and skills sector [E]
- experience of budget and project management [D].

Knowledge and skills:

- high level of creativity and innovation [E]
- excellent written and verbal communication skills [E]
- excellent interpersonal skills, used to working across a range of teams [E]
- strong project and time management, able to work to tight deadlines [E]

- good working knowledge of different media – education, trade, national and consumer [E]
- good knowledge of media monitoring systems – (e.g., Cision) [D]
- broad knowledge of a range of diverse audiences, particularly business and under-represented groups [D].

Personal qualities and attributes:

- high level of personal drive and determination [E]
- able to work to own initiative with broad direction [E]
- able to think creatively and solve problems [E]
- flexible in working methods and ideas [E]
- excellent team player and collaborative approach to work [E]
- enthusiastic and able to motivate others [E].

Special circumstances:

- prepared occasionally to work outside normal hours [E]
- prepared to travel within the United Kingdom [E]
- able to spend time away from home [E].

Summary of terms and conditions:

- maternity cover fixed term for 14 months
- the salary range for this role is £45,000 - £50,000
- normal place of work is First Floor, 157-197 Buckingham Palace Road, London SW1W 9SP. During the Covid-19 pandemic WorldSkills UK staff are working from home and there is an expectation that this post may start working from home but may be office based in the longer term. However, WorldSkills UK is a flexible employer and welcomes applications from candidates across the UK and will always consider requests to work from other locations on a case-by-case basis subject to business requirements
- minimum of 35 hours per week, normal working hours are 09:00 to 17:00 Monday to Friday although we pride ourselves on having a flexible approach to our working practices and service delivery and are happy to discuss flexible working options with suitable candidates. Occasional weekend work may be required by mutual agreement for which reasonable time off in lieu will be given
- 25 days' annual leave which will increase by one additional day for each completed year of service up to a maximum of 30 days plus public and bank holidays
- the post is subject to four months' probationary period with two weeks' notice
- the offer of appointment will be subject to satisfactory references
- salaries are paid monthly by direct transfer on or about 21st of the month.

How to apply

WorldSkills UK is committed to making appointments on merit by fair and open processes and uses a blind recruitment approach. Please ensure that you **submit your application in Word** to help us in this process.

Applications should be submitted no later than **9am on Tuesday 8 June 2021** by email to Meryem Ozbiloglu, Senior Human Resources Manager at jobs@worldskillsuk.org and must include:

- a curriculum vitae detailing your full career history with identifying information removed
- a supporting statement with evidence of your suitability for the role, considering the points listed in the role description and person specification (throughout the recruitment process we will be looking for examples and evidence of your experience, knowledge, and skills)
- a separate document containing your contact details.

Diversity Monitoring

Applicants are also asked to complete a Diversity Monitoring Questionnaire at <https://www.surveymonkey.co.uk/r/WQS7WS9>.

As an organisation that is continually striving to ensure it is both diverse and inclusive in all areas of its recruitment and employment processes, we would like to collect some additional details from you. This information is classed as sensitive data and you are not obliged to give it to us. You will not be disadvantaged in any way should you choose not to. The information you supply is not used to process your application, nor does anyone directly responsible for the recruitment process ever have access to it. The data is pseudonymised and used by our HR team to understand how best to meet our diversity and inclusivity targets.

Process

It is intended that first-round interviews will be held by Zoom w/c 14 June 2021. Short-listed candidates will be advised of the process. Second round interviews will be held w/c 21 June 2021.

Reasonable adjustments will be offered to all candidates and every stage of the recruitment process for further information please contact Meryem Ozbiloglu, Senior Human Resources Manager at jobs@worldskillsuk.org