

**Information pack for the role of
Senior Digital and Marketing Manager
at WorldSkills UK
June 2022**

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1. Welcome letter from Dr Neil Bentley-Gockmann OBE, CEO

Dear Candidate

I am delighted that you have expressed an interest in applying to be Senior Digital and Marketing Manager at WorldSkills UK. We hope that you find the information in this candidate brief and on our website useful:

<https://www.worldskillsuk.org/>

At WorldSkills UK, we have big ambitions to help the next generation, our education system and the economy.

We are working to help create a world-class further education system that values apprenticeships and technical education, so more young people get better opportunities and are not written off because going to university isn't right for them.

As an employer ourselves we aim to be truly inclusive, offering a hybrid and collaborative working culture. We pride ourselves on having a flexible approach to our working practices and are happy to discuss flexible working options with suitable candidates.

As part of our commitment to equity, diversity and inclusion and to address underrepresented groups on our staff team, we particularly welcome applications from women and black and ethnic minority groups.

Join us, if you are ambitious to shape the future of further education, change lives and help create a world-class economy for the UK. Because when young people succeed, we all succeed.

For a confidential conversation with the Interim Head of Marketing please contact Julie Taylor, jtaylor@worldskillsuk.org, will be happy to discuss this opportunity with you and answer any questions you may have.

Yours sincerely

Dr Neil Bentley-Gockmann OBE
CEO, WorldSkills UK

2. Why work for WorldSkills UK

We are working to showcase that the WorldSkills UK way of mainstreaming global best practice is working to drive up standards in training, helping more young people and employers succeed.

We are working to help create a more inclusive skills system that gives more young people from diverse backgrounds a better chance of success in work and life.



We are a unique platform working with leaders in education, business and governments across the UK and our partners across the world.

3. About WorldSkills UK

WorldSkills UK is an independent charity and a partnership between employers, education and governments. We're a leading member of WorldSkills, a global movement in over 85 countries.

Together, we use international best practice in skills development to raise standards in apprenticeships and technical education so more young people and employers succeed.

We are working to develop a world-leading UK skills economy by:

- supporting young people, from all backgrounds, to become world-class in skillset and mindset through national and international competitions-based training programmes and careers advocacy.
- improving training quality to world-class standards by mainstreaming international best practice in policy and practice across UK; and
- helping boost economic productivity and investment potential by providing intelligence on world-class skills to employers.

Our vision – what we believe

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

Our mission – what we want

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

Our values

Inclusive:

We champion the benefits of high-quality apprenticeships and technical education and help more young people, whatever their background, develop their skills set and mindset to ever higher standards to get the best start in work and life.

Bold:

We are ambitious and daring in the way we do things and communicate about them. We are flexible to allow for the challenges that an ever-changing economic and skills landscape brings.

Positive:

As a progressive and passionate organisation, we see that our support makes a measurable difference. We help young people start out on the right path to reach their potential and we give UK employers a competitive edge by developing highly skilled employees.

4. Structure and governance

WorldSkills UK has a dynamic, hardworking staff team of around 40 and is currently 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.

5. Our approach to equity, diversity and inclusion

At WorldSkills UK we value equity, 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 encourage 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 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.

6. About the role

Digital marketing and communications play a critical role in helping us drive forward our strategy supporting the UK become a world-class skills economy, recognised as a global leader in developing world-class apprenticeships and skills helping employers to create high-quality jobs for young people.

This is an exciting new opportunity to play a vital role in the team leading on the marketing and promotion of our wide-ranging activities, building brand profile and reputation by driving successful engagement with our key audiences.

Job description

Role:	Senior Digital and Marketing Manager
Directorate:	Operations and Marketing
Team:	Marketing
Manager:	Interim Head of Marketing
Direct reports:	Web and Content Officer Freelance videographer Freelance social media/digital consultant

Role purpose

The purpose of the role is to lead on the marketing and promotion of WorldSkills UK activity aligned to our strategic messaging and positioning, drawing primarily on digital marketing channels – organic and paid.

Key tasks and responsibilities

1. Develop product/project marketing plans for WorldSkills UK activities:

- Developing comprehensive digital marketing strategies to foster audience engagement using organic and paid for channels including email marketing and social media advertising.
- Working with key suppliers including marketing and PPC (pay per click) agencies.
- Building trusted relationships with colleagues across the organisation.

2. Manage and develop the WorldSkills UK website:

- Overseeing and delivering design, technical and microsite developments.
- Overseeing/creating new pages and update content.
- Managing analytics.
- Ensuring UX testing and development.
- Managing web/platform hosting agency.
- Working with the Content Manager and Web and Content Officer and colleagues across the organisation to ensure that content and visuals meet standards/functionality.

3. Build and maintain WorldSkills UK's presence across multiple social media channels:

- Overseeing and maintaining WorldSkills UK's social media strategy, ensuring that audiences are engaged and continue to grow across all social media platforms.
- Overseeing the creation of engaging and relevant content to share on our social media channels.

- Line managing the social media/digital consultant and overseeing content so that it aligns with strategic priorities, messaging and impact.
- Managing the Social Media news grid.
- Managing the phased delivery of a recent Social Media review (e.g., increased segmentation).
- Working with the graphic designer to create engaging social media content.

4. Manage and maintain WorldSkills UK's e-marketing strategy

- Creating and maintaining a calendar of email activity to engage key audiences and support marketing themes.

5. Measure Key performance metrics and evaluate marketing success:

- Monitoring website traffic, audience engagement, conversion rates, KPI targets, advertorial spend ROI.

6. Oversee and commission content to support WorldSkills UK's leading narratives in line with equity, diversity, and inclusion (EDI) targets:

- Attending relevant events including WorldSkills UK bootcamp training events for our competitors.
- Commissioning video and photographic content as required.

7. Provide day to day leadership to direct reports:

- Effectively managing the Web and Content Officer, Freelance videographer and Freelance Social Media/Digital Consultant.

8. Ensure marketing complies with GDPR regulations and WorldSkills UK's equity, diversity and inclusion agenda and KPIs:

- Working closely with Data Protection Officer, Senior Equity, Diversity and Inclusion Manager and equity, diversity and inclusion leads and other team members.

9. General

In addition to the key tasks and responsibilities set out above, all employees at this level are expected to:

- Manage, support and motivate allocated staff to successfully deliver activities/tasks.
- Produce requirement specifications in line with WorldSkills UK's procurement strategies for all outsourced activity.
- Contribute to the successful delivery of WorldSkills UK's strategic priorities and annual business objectives.
- 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.

- Carry out 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 of planning, managing, and developing digital, marketing, and social media strategies [E].
- Experience of technical and content website development [E].
- Experience of working cross-organisationally to generate content [E].
- Experience of managing external agencies and suppliers [E].
- Experience of working with a range of stakeholders [E].
- Experience of working in the education sector [D].
- Experience of line management [D].

Knowledge and skills:

- Detailed knowledge of current digital marketing trends and best practice [E].
- Full grasp of digital marketing disciplines [E].
- Demonstrable track-record of growing online marketing ROI for email, SEO, PPC advertising and affiliates [E].
- Excellent written and verbal communication skills [E].
- High level of creativity and innovation [E].
- Strong project and time management skills [E].
- Familiarity with key software including MailChimp, WordPress, photoshop and sprout social [E].
- Ability to juggle multiple priorities and meet tight deadlines [E].

Personal qualities and attributes:

- High level of personal drive and determination [E].
- Ability to work to own initiative with broad direction [E].
- Ability to think creatively and solve problem [E].
- Team player with the ability to work collaboratively with others [E].

Special circumstances:

- Prepared occasionally to work outside normal hours [E].
- Prepared to travel within the United Kingdom and potentially overseas [E].
- Able to spend time away from home [E].

Summary of terms and conditions

- Fixed term to the end of March 2023.

- The salary for this role is £45,000-£50,000 dependent on experience.
- WorldSkills UK offers a maximum employer's contribution to your pension of 6% of your basic salary, on the condition that you make an employee contribution to your pension of at least 3%. You may choose to contribute a higher percentage of your salary to your pension, subject to statutory limits.
- Normal place of work is Third Floor, 25 Wilton Road, London SW1V 1LW. Having worked largely at home during the Covid-19 pandemic there is now an expectation this role will be office based (as above) attending the office, at least once or twice a week (see below).
- 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, pro rata.
- The post is subject to three 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.

7. How to apply

WorldSkills UK is committed to making appointments on merit by fair and open processes and use 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 **midday on Monday, 4 July 2022 (however WorldSkills UK reserves the right to close the applications' process sooner to meet business delivery needs)** by email to Morwenna O'Brien, Senior HR and Corporate Services 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.

Equity, diversity and inclusion monitoring

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. On this basis all applicants are asked to complete an Equity, Diversity and Inclusion Monitoring Questionnaire at <https://www.surveymonkey.co.uk/r/WQS7WS9>.

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 selection process ever have access to it. The data is pseudonymised and used to understand how best to meet our equity, diversity and inclusivity targets.

Process and timelines

It is intended that first-round interviews will be held w/c 11 July 2022. Short-listed candidates will be advised of the process. Second round interviews will be held w/c 18 July 2022 at the latest.

Reasonable adjustments will be offered to all candidates and every stage of the recruitment process for further information please contact Morwenna O'Brien, Senior HR and Corporate Services Manager at jobs@worldskillsuk.org