

Information pack for the role of WorldSkills UK - Digital Marketing Manager

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1. Why work for WorldSkills UK.....	3
2. About WorldSkills UK	3
Our vision – what we believe.....	4
Our mission – what we want.....	4
Our brand values.....	4
3. Structure and governance.....	5
4. Our approach to equity, diversity and inclusion	5
5. About the role.....	5
Job description.....	6
Person specification	8
Summary of terms and conditions	9
6. How to apply.....	10
Equity, diversity and inclusion monitoring	10
Process and timelines	11

1. Why work for WorldSkills UK

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 tackles vocational snobbery head on, so more young people get better opportunities and are not written off because going to university isn't right for them.

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.

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.

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

2. About WorldSkills UK

WorldSkills UK is a four nations partnership between education, industry and UK governments. It is a world-class skills network acting as a catalyst for:

- raising standards, through international benchmarking and professional development
- championing future skills, through analysis of rapidly changing economic demand
- empowering young people, from all backgrounds, through competitions-based training and careers advocacy.

We are working to help the UK become a 'skills economy', boosting the prestige of technical and professional education by embedding world-class training standards across the UK to help drive investment, jobs and economic growth.

We're 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 enables us to embed world-class training standards across the UK to help drive investment, jobs and economic growth.

Our vision – what we believe

We believe in the value and prestige of technical education and its potential to empower young people and drive growth.

Our mission – what we want

To embed world-class training standards across the UK to improve the quality of apprenticeships and technical education for the benefit of all young people and business.

We are working to help the UK become a world class 'skills economy', boosting the prestige of technical and professional education across the UK to help drive investment, job creation and economic growth.

Our brand values

We are driven by excellence

We deliver excellence in UK skills at a global level. Our ambitions for young people are mirrored in the standards we set ourselves. We take pride in our reputation for quality, aim high, and support each other to be the best we can be.

We innovate with purpose

We work at our best in a spirit of joint endeavour and collaboration. We create space to listen, share, challenge, celebrate achievements and learn from setbacks. We create a respectful, dynamic and inclusive environment where colleagues are able to achieve their potential.

We are people-centred and professional

We build positive, collaborative relationships with colleagues as well as stakeholders. We seek to understand each other's priorities, show kindness and respect in our interactions, and to build trust and clarity through honest and open communication.

3. Structure and governance

WorldSkills UK has a dynamic, hardworking staff team of circa 50 supported by a wider network of further technical experts and performance and wellbeing coaches. Our team is structured into four directorates and the Executive Office. Each directorate is led by a director, who together with the Chief of Staff (Company Secretary) and Chief Executive Officer (CEO) 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 CEO 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.

4. 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.

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



5. Job description

Role:	Digital Marketing Manager
Directorate:	External Affairs
Team:	Marketing and Communications
Manager:	Senior Digital and Marketing Manager
Direct reports:	N/A

Background

WorldSkills UK is evolving its marketing function to ensure greater in-house expertise in digital delivery, especially across paid media, website performance, and multimedia content. This will ensure we can promote our world-class skills development programmes more effectively, achieve measurable results and improve continuity and value for money.

About the role

The Digital Marketing Manager will play a key role within the Marketing and Communications team, leading the day-to-day delivery and performance of our digital channels. This includes overseeing website content and UX, managing digital advertising campaigns, optimising SEO, and producing digital content particularly short-form video for our key audiences. The role will also work closely with internal teams to support campaign and project delivery, while contributing to a consistent and data-led digital approach across the organisation. This position reports to the Senior Digital and Marketing Manager and will work alongside colleagues and suppliers to improve brand visibility and engagement across all digital touchpoints.

Who we're looking for

We are looking for a hands-on digital marketer with experience in delivering integrated campaigns across web, email, and social platforms. The successful candidate will have strong technical skills in areas such as paid media buying, analytics, and search engine optimisation, with a proven ability to drive engagement and deliver measurable results. A working knowledge of video editing and CMS platforms (particularly WordPress) is also important. The ideal candidate will be analytical, collaborative, highly organised, and bring a creative mindset to optimising digital content and experiences for our audiences.

Role purpose

This role exists to drive the performance and quality of WorldSkills UK's digital marketing. The postholder will be responsible for delivering high-quality, audience-focused content and campaigns that strengthen the organisation's reach, improve the user experience across our platforms, and help generate increased awareness and participation in our programmes. By bringing key digital functions back in-house, this role will enhance efficiency, support cost savings, and ensure WorldSkills UK remains visible, competitive, and aligned with strategic priorities in the Further Education (FE) and skills sector. The postholder will also play a key role in ensuring our digital content reflects our organisational values, including accessibility, inclusion and relevance to diverse audiences across the UK.

Key tasks and responsibilities

1. Website management:

- Lead the day-to-day management of the website, ensuring it is fully optimised for SEO, UX, and Conversion Rate Optimisation (CRO) to enhance the user journey and help deliver WorldSkills UK's strategy.
- Create, curate, and publish engaging, on-brand multimedia content, including text, images, and videos, to maintain a dynamic online presence.
- Conduct comprehensive audits focusing on CRO, usability, accessibility, and site functionality, with strategic guidance from the Senior Digital and Marketing Manager; prioritise actionable insights to drive ongoing improvements.
- Monitor and analyse website performance metrics using tools like Google Analytics and providing insights to optimise user engagement.
- Manage and update the Content Management System (CMS), ensuring functionality, security, and mobile friendliness, while coordinating with developers to troubleshoot technical issues and introduce new features.
- Take ownership of SEO and Pay Per Click (PPC) strategies, leading monthly reviews to monitor performance and increase website reach.
- Ensure compliance with accessibility standards, providing an inclusive experience for all users.

2. Social media and paid advertising:

- Plan, execute, and optimise paid social media campaigns to support WorldSkills UK's marketing objectives.
- Work with our PPC agency to increase traffic to the website.
- Align paid social media efforts with organic strategies, ensuring consistent messaging and branding across all channels.
- Collaborate with the Senior Digital and Marketing manager and external agencies to deliver high-performing campaigns, including briefing, asset preparation, and performance reviews.
- Monitor campaign performance metrics, providing actionable insights and recommendations to improve effectiveness.
- Conduct A/B testing on ad creatives and targeting to refine strategies and maximise impact supported by the Senior Digital and Marketing Manager.
- Manage campaign budgets efficiently, ensuring optimal allocation of resources to meet WorldSkills UK's Key Performance Indicators.

3. Video editing and multimedia:

- Collaborate with the other members of the Marcoms team to plan, produce, and deliver engaging multimedia content, including videos and photography, that aligns with campaign objectives and supports both digital and organic communication strategies.

- Ensure video content is high quality and compliant with accessibility best practices, including subtitling and captioning.
- Manage video and image content libraries, ensuring materials are properly labelled and easily accessible for cross-platform use.
- Support diversity and inclusion initiatives by ensuring all content reflects a wide range of voices and perspectives.
- Regularly evaluate content performance, using analytics to inform improvements and innovations.
- Edit WorldSkills UK video content for use at events, on social media and web.

4. Reporting and insights:

- Establish and track key performance indicators (KPIs) for digital marketing efforts, providing regular reports to senior management.
- Analyse marketing data to identify trends, inform strategy, and drive continuous improvement.
- Contribute insights from competitor research to ensure WorldSkills UK remains innovative and differentiated in its digital approach.
- Stay informed on social media trends, platform updates, and best practices to enhance campaign delivery and audience engagement.

5. General:

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

- 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 particular reference to those related to Health and Safety and on equity, 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:

- Marketing degree or equivalent experience (CIM, DMI accreditation) [D].
- Proven experience managing websites using Content Management Systems (WordPress) [E].
- Experience with Google Analytics and other digital tools to track and optimise performance [E].

- Demonstrated expertise in planning, executing, and optimising organic and paid social media campaigns across platforms such as Facebook, Instagram, LinkedIn, and Twitter [E].
- Hands-on experience with CRM platforms, particularly HubSpot, including managing email and social media marketing campaigns and analysing campaign performance [D].
- Proficiency in using Adobe Premiere Pro or another video editing software [E].
- Strong copywriting and editorial skills, with the ability to adapt complex information for varied audiences [E].
- Intermediate to advanced Microsoft Office skills (Word, Excel, PowerPoint, Outlook) [E].

Knowledge and skills:

- Knowledge of SEO principles and digital best practices [E].
- Ability to produce engaging copy for a variety of channels and audiences [E].
- Strong organisational skills, with the ability to prioritise tasks, meet deadlines, and collaborate as part of a team [E].
- Creativity and a problem-solving mindset, with the ability to innovate and adapt [E].
- Demonstrates a commitment to ensuring that all communications, digital and otherwise, are accessible, inclusive and aligned with equity, diversity and inclusion principles [E].

Personal qualities and attributes:

- High attention to detail and a proactive approach to improving processes [E].
- Strong team player with excellent communication and collaboration skills. [E].
- Respect for diversity and inclusion, ensuring content reflects these values [E].

Special circumstances:

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

Summary of terms and conditions

- Permanent.
- The salary for this role is £40,000.
- 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.
- Group Death in Service (Life insurance) 3 x annual salary.

- Health Care Cash plan.
- Normal place of work is Third Floor, 52-54 St John Street, London EC1M 4HF. This role is office based (as above) but with flexible hybrid working. It is expected the postholder will attend the office at least once or twice a week.
- Full time working hours are a 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.
- 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 six months' probationary period with one month's notice during the probationary period and two months thereafter.
- The offer of appointment will be subject to satisfactory references.
- Salaries are paid monthly by direct transfer on or about 21st of the month.

6. 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 (curriculum vitae and cover letter)** to help us in this process.

Applications should be by email to 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 and confirmation of your right to work in the UK.

Please note that applications submitted directly via LinkedIn will not be considered. To apply, please follow the instructions provided in the job listing.

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/WSUK_Recruitment_2023-24.

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.

Interview process and timeline

It is intended that the interview process will have two stages:

Stage 1 – online via MS Teams

Stage 2 – in person, at our office Third Floor, 52-54 St John Street, London EC1M 4HF. For this part of the interview, candidates will be required to prepare a short presentation ahead of time and submit it to the interview panel 24 hours prior to the interview. Full details will be shared in due course.

Please note that applications will be reviewed on a rolling basis, and we reserve the right to close the advert early if a suitable candidate is found.

Reasonable adjustments can be offered to all candidates during the recruitment process. For further information please contact our Senior HR Manager at jobs@worldskillsuk.org.