

Director of Communications and External Affairs

Location – London and flexible

Salary - £80,000 plus benefits

WorldSkills UK is an independent charity and a partnership between employers, education and governments. We're a proud member of WorldSkills, a global movement of over 85 countries. Together, we are using international best practice to raise standards in apprenticeships and technical education so more young people and employers succeed.

About the role

We have an exciting opportunity for a Director of Communications and External Affairs. This is a new role and opportunity at WorldSkills UK to help us drive forward our strategy supporting the UK to become a world-class skills economy.

As a key member of our Senior Leadership Team, the Director will play a critical role in sharpening up our ambition to help the UK become a global leader in developing world-class apprenticeships and skills to help employers create high-quality jobs for young people.

The Director will work closely with the CEO and SLT to grow the profile and external awareness of the organisation's work and impact amongst stakeholders and enterprise audiences to help secure long-term sustainability and growth.

Some of the key tasks and responsibilities of the role:

- Collaborate across WorldSkills UK to develop and deploy a modern, unified communications, marketing and external affairs strategy that builds our brand and reputation amongst our key audiences, including decision-makers in government and the media, educational institutions, employers and young people.
- Ensure our research and insights data is gaining multichannel exposure to highlight and elevate the value and impact of our work.
- Play an active role in the Senior Leadership Team in helping shape and deliver on strategic objectives and provide line management and leadership to the Communications and External Affairs Directorate.

Person specifications, we are looking for someone with:

- Experience of working with governments across UK in a public policy-rich environment and working with education leaders, business and employers.
- Experience of leadership and people management – with an experienced managerial team.
- Excellent communicator with a natural ability to be able to engage, enthuse and build strong, influential relationships with diverse stakeholder networks.
- A progressive approach to continually evaluate the effectiveness of our communications work against our core objectives and look to identify areas for improvement.

Full details of responsibilities and the person specification required can be found in the link below.

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

Please apply by visiting www.thewlisgraham.com/assignment-briefings and following the instructions in the candidate brief quoting reference Y0302. The closing date is 4pm on 12 April.

For a confidential conversation with Sarah Thewlis or for any other information please email applications@thewlisgraham.com.