

Worlddidac Association  
Industrie Baennli 3a  
4628 Wolfwil  
Switzerland



The Position Senior Executive Officer  
The Executive Council, Council Leadership, and the Council Presidency

Reports To:  
The Association's Secretariat in Switzerland and Malaysia

Reporting In:

Overview

Main Functions:

1. To direct the overall activities of Worlddidac Association ensuring the agreed financial targets are met achieving meaningful revenue growth. Based on a regular dialogue with the members to ensure the services offered by Worlddidac are fit for purpose.
2. Ensure the office in Switzerland and Malaysia are appropriately resourced in terms of personnel, materials, and equipment to meet its objectives. Control budgets, and optimize expenses.
3. Ensure that all activities within the organization are appropriately accounted for and reported and that detailed and relevant management information is provided to the Executive Council, including its leadership and the presidency.
4. Organise trade delegations to gain insight into new markets and obtain essential information about the economic framework.
5. Deploy strategy for collaboration with Bilateral and Multilateral Development Organizations.
6. To facilitate the organization and execution of the Worlddidac Exhibition and Future Talk Conference as an annual or biannual event that promotes best practices and future trends in educational teaching resources and services. The event is to be run alongside the Bern exhibitions or also in alternative geographic venues.
7. To manage and develop the Worlddidac Award and ensure its wider promotion to the education community.
8. To define strategies to gain additional members with the different marketing tasks for the business development: website and other forms of web presence, social networks, weekly business opportunities, and a monthly newsletter.
9. To coordinate with other international fairs, education shows, and Associations with the purpose of forming potential partnerships with them.
10. To facilitate the creation of direct contacts with key educational managers, administrators, and governmental officials from strategic countries or international organisations.