

JOB DESCRIPTION

JOB DETAILS			
Job Title:	Website Administrator	Location	Aberdeen or London
Reporting Line	Head of Marketing	Date:	Aug 2023
Team:	Communications & Marketing	Terms:	Permanent
Organisational Vision and Mission			
OEUK’s vision is...			
“Our vision is for a thriving UK powered by homegrown, affordable energy which is produced safely and sustainably. Our members boost the UK economy, unlock rewarding jobs and drive innovation”			
OEUK’s mission is			
“We proudly engage, inform and champion the sector and its people. We work with our members to deliver the UK’s energy needs ”			
OEUK’S Shared Values			
“We are a diverse Community with the Courage to Champion positive Change”			
Team Purpose and Objectives – Communications & Marketing			
<ul style="list-style-type: none">Protect and promote industry reputation through creative, informed content that connects with and inspires our audiences.Develop and deliver enhanced communications, advocacy and insights on behalf of the offshore energy industryPromote offshore energy industry reputation through a programme of excellent corporate communications that connects with and inspires key audiencesUphold industry reputation by providing strategic risk insight and active responses as required.To actively position Offshore Energies UK as the leading representative body for the industry, monitoring the competitor landscape and identifying opportunities to enhance the value offeringTo promote increased workforce engagement in Roadmap and the North Sea Transition Deal			
Job Purpose			
<ul style="list-style-type: none">To support all areas of the business through the wider communications team through website development and use of online publishing tools.Dedicated point of contact for running and maintaining our various websitesWorks directly with the Marketing Advisor to ensure websites are kept up to date, internal requests are dealt with and development projects are delivered.			
Job Dimensions			
Budgetary Responsibility:	N/A		
Team Size:	5		
Stakeholders:	Design digital and editorial team, wider communications team, OEUK directorates and our member companies.		
Key Accountabilities:			
Work to objectives and budgets agreed with the Head of Marketing and support the development of all website assets at OEUK by:			
<ul style="list-style-type: none">Maintain and develop compelling content across websites and digital products, working with the wider marketing and communications team to identify required improvements.Work with the Head of Marketing and Marketing Advisor to keep content up to date whilst improving usability and user experience of the website using the WordPress content management systemWork with colleagues across OEUK to maintain existing content areas and to support content which drives member, stakeholder and public engagement aligned with policy asks			

- Understand and work with supporting platforms that are part of the website infrastructure (Vimeo, Flipping book, Shorthand)
- Work with the Systems Manager to improve technical solutions for member focused products and to understand the basic principles of integrations with our CRM (Microsoft Dynamics – developer knowledge not required)
- Where relevant, work with external agencies and suppliers, controlling access to the websites and supporting them as needed.

The above would be required across the following products, with the potential for more:

- Main website
- All other websites (events and campaigns)
- Members' areas
- Content management

Knowledge, Skills, Experience: (includes technical skills, professional qualifications and competencies)

- Experience of managing or building websites
- Confident in developing, writing and publishing accurate, optimised copy to websites.
- Knowledge and understanding of WordPress or other Content Management System
- Attention to detail with a keen eye for the accuracy of copy.
- Ability to work to tight deadlines.
- Enjoys working as part of a high performing team willing to get stuck in to get things done.
- The successful candidate must be willing to work outside normal hours, on occasion, to meet timescales, deadlines and should also be willing to travel within the UK (our offices are London and Aberdeen).
- Demonstrates high personal standards of ethical behaviour and professionalism, aligned to company values.
- Skilled communicator and a strong, flexible team worker.
- Excited to be part of a diverse, high performing team.
- Keen to learn from others and make a positive contribution to the role and the wider organisation.
- Fully understands the purpose of our business and is fully supportive of our mission.