

**Job Title: Website** Senior Digital Campaigns Adviser

**Team:** Corporate Affairs

**Team Size:**

**Location:** London or Aberdeen (Office based)

**Reports To:** Head of Marketing

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### **Team Purpose**

The Corporate Affairs team covers Communications, Marketing and Public Affairs by:

- Protecting and promoting industry and OEUK reputation through evidence-led, creative content, rapid rebuttal, and real-time insight that connects with and inspires our priority audiences.
  - Developing and delivering integrated communications, advocacy, and insight that advance industry policy goals, shape the national conversation on homegrown energy, and support a pragmatic, investible policy environment.
  - Promoting the industry's reputation through a consistent, UK-wide programme of high-quality corporate communications, with regional activation across key energy hubs and political geographies
  - Upholding reputation through strategic risk insight, rapid issue response, and disciplined narrative management, underpinned by data and polling.
  - Positioning Offshore Energies UK as the UK-wide, leading representative body for the sector, monitoring the competitive and political landscape, identifying opportunities to enhance member value, and strengthening OEUK's voice across political, media, member and workforce audiences.
  - Proactively managing and shaping the public affairs agenda by coordinating high-influence relationships, coalitions, regional advocacy, and national debate platforms to grow support for the industry and OEUK.
  - Driving growth and impact through targeted marketing activity that increases event attendance, sponsorship, guideline uptake and member engagement, supported by audience insights and monitoring the competitor landscape
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### **Job Purpose:**

The **Senior Digital Campaigns Adviser** is responsible for leading and delivering OEUK's digital and social media presence, delivering and enhancing digital content across OEUK's websites and digital products. The role oversees website content and development, social media strategy, and the use of digital and AI tools to enhance engagement and performance to develop a system that supports OEUK growth through effective marketing performance and building value through the team's activity.

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**Budgetary Responsibilities:** No

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**Line Management:** No

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### **Stakeholders:**

All internal teams, member companies, agencies, suppliers and consultants.

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### **Key Responsibilities:**

Work both independently and collaboratively to achieve the following deliverables ultimately set by the Corporate Affairs Director

### **Website Development and AI Integration**

- Lead website development initiatives including structure, features, and performance optimisation.
- Collaborate with developers and technical teams to deliver strategic upgrades.
- Evaluate and integrate AI tools for enhanced functionality, creativity and personalisation.
- Monitor emerging AI technologies for relevance to OEUK's platforms.
- Implement AI-powered analytics to improve engagement and content strategy.
- Ensure AI integrations and content management comply with data privacy and ethical standards.

### **Social Media and Strategic Engagement**

- Own and drive social media engagement in line with social media strategy and utilising content in support of agreed campaigns (e.g., blogs, infographics, videos), working with colleagues and suppliers as appropriate.
- Drive social media engagement in line with OEUK's strategy, including content development and planning, monitoring and engagement, and evaluation.
- Manage all OEUK social media channels, ensuring that content supports member, internal and external stakeholders, and public engagement aligned with policy asks.
- Responsibility for paid social advertising, budgets, analysis of campaigns including ROI aligned with agreed outcomes
- Be a trusted source of social media expertise for colleagues and industry peers, sharing progress and techniques with the OEUK team for added value into other supporting activities.

### **Content Management and Campaign Content Creation**

- Maintain and develop compelling content across websites and digital products ensuring that it supports member, stakeholder, and public engagement aligned with policy asks.
- Collaborate with the marketing and communications team to identify and implement content improvements.

### **Website Usability and User Experience**

- Work with the Head of Marketing and Publications & Content Adviser, along with all OEUK content owners to keep content current and enhance usability.
- Utilise the WordPress content management system to manage and improve website functionality.

### **Platform Integration and Technical Collaboration**

- Work with supporting platforms such as Vimeo, Hootsuite, Canva and various other digital tools as required
- Collaborate with the CRM & Systems Manager to improve member-focused products and understand CRM integration principles for a unified user experience (Microsoft Dynamics).
- Collaborate effectively across OEUK teams to ensure digital content and website development align with organisational priorities.
- Engage proactively with internal stakeholders to gather requirements, share updates, and support cross-functional initiatives that enhance member and public engagement.

### **External Agency Coordination**

- Manage relationships with external agencies and suppliers.
- Control access to websites and provide necessary support to external partners.

### **Product Coverage**

- Support digital content across the main website, event and campaign websites, members' areas, and other content management platforms.
- Adapt to new digital products as they are introduced, and maintain going forward

### **Key Account Management**

- Maintain regular, proactive contact with member companies.
- Understand member priorities, address concerns, and align with OEUK's strategic objectives.

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**The following section outlines the knowledge, skills, competencies, and behaviours required for success in this role.**

### **Content & Technical Proficiency**

- Confident in developing, writing, and publishing accurate, optimised copy to websites with appropriate approvals actively sought
- Exceptional attention to detail and commitment to producing accurate, polished and professional digital communications, setting and ensuring output is to correct standard
- Knowledge and understanding of WordPress, digital workflows and complimentary platforms.
- Proven experience managing or building websites with oversight of agency work and spend
- Strong understanding of website architecture and functionality, ideally with coding ability
- Ability to update, maintain, and optimise content within CMS environments.
- Familiarity with supporting platforms such as Vimeo, Hootsuite, Canva, Clipchamp and various AI production tools or digital solution platforms.
- Intermediate understanding of integrations with CRM systems (Microsoft Dynamics).
- Knowledge of website usability and user experience principles.
- Ability to collaborate with developers on structural enhancements and feature implementation.
- Awareness of AI-driven tools for website functionality and content personalisation.
- Understanding of AI-powered analytics for improving engagement and content strategy.
- Understanding of data privacy and ethical standards in digital environments.
- Ability to manage access controls for websites and digital platforms.
- Ability to film, capture content using phones, cameras as needed.
- Point of contact with supplier on site at events that need to feed into social media content (for example photographers, videographers, OEUK staff on site)

### **Technical & Platform Knowledge**

- Strong experience managing websites and CMSs, data analysis, and campaign delivery. (e.g. Google Analytics)
- Proficient in using CRM platforms (e.g., Microsoft Connect) to manage stakeholder data and campaign integration.
- Strong knowledge of social media channels and the ability to develop engaging content material
- Skilled in content management systems (CMS) for website updates and digital publishing.
- Familiar with email marketing tools and analytics dashboards for performance tracking.
- Confident in using Microsoft Office Suite and collaborative tools (e.g., Teams, SharePoint) to support cross-functional work.

**Organisation & Time Management**

- Strong ability to manage tight deadlines and conflicting priorities while maintaining high standards of accuracy and attention to detail.
- Capable of working independently and managing own workload with minimal supervision.
- Ability to work to tight deadlines.

**Results Orientation**

- Results-driven mindset with a focus on continuous improvement and performance tracking.
- Ability to interpret data and feedback to refine digital strategies and enhance impact.

**Communication & Stakeholder Engagement**

- Excellent communication skills, both written and verbal, with the ability to engage effectively with internal teams and external stakeholders.
- Confident in presenting ideas, gaining buy-in, and addressing concerns through proactive engagement.
- Strong interpersonal skills to address questions and concerns with proactive, positive engagement.
- Experience in internal communications to build understanding across teams.
- Ability to explain website & digital strategies clearly to non-digital stakeholders

**Collaboration & Communication**

- Skilled communicator and a strong, flexible team worker.
- Enjoys working as part of a high-performing team and willing to get stuck in to get things done.
- Excited to be part of a diverse, high-performing team.

**Growth & Values**

- Keen to learn from others and make a positive contribution to the role and the wider organisation.
- Demonstrates high personal standards of ethical behaviour and professionalism, aligned to OEUK's values.
- Fully understands the purpose of OEUK's business and is fully supportive of its mission.

**Operational Flexibility**

- Willingness to work outside normal hours to meet deadlines.
  - Willingness to travel within the UK (offices in London and Aberdeen, with possibly the need for very occasional other regional locations in support of members around the UK).
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