

Job Title: Website Executive

Team: Corporate Affairs

Team Size:

Location: London or Aberdeen, with office attendance in line with OEUK's agreed working arrangements.

Reports To: Head of Marketing

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

Job Purpose:

The **Website Executive** is responsible for the day-to-day management, maintenance and continuous improvement of OEUK's websites and associated digital platforms, with WordPress at the centre of the role.

Working with the Head of Marketing, content owners and colleagues across OEUK, the role will ensure website content is accurate, accessible, engaging and easy to navigate. The executive will use WordPress functionality to improve content presentation, page structure and user journeys, while supporting the delivery of website enhancements, member-focused digital products and integrations with other OEUK systems.

The role will work across OEUK's main corporate website, event and campaign websites, members' areas and other web-based products.

Budgetary Responsibilities: No

Line Management: No

Stakeholders:

Head of Marketing, Corporate Affairs Director, Corporate Affairs Team, CRM & Systems Manager, All internal teams, member companies, agencies, suppliers and consultants.

Key Responsibilities:

Work both independently and collaboratively to achieve the following deliverables ultimately set by the Head of Marketing

WordPress Website Management

- Manage the day-to-day operation and maintenance of OEUK's WordPress websites, ensuring content remains accurate, current and appropriately presented.
- Create, edit, publish and maintain pages, landing pages and other website assets using WordPress.
- Use WordPress functionality, tools and plugins appropriately to support agreed website requirements.

Website Content & Publishing

- Maintain and develop engaging, accurate and optimised content across OEUK websites and digital products, working with Marketing, Communications and content owners.
- Work with colleagues across OEUK to develop and maintain website content that supports member, stakeholder and public engagement and aligns with organisational and policy priorities.
- Review existing content and identify opportunities to improve its clarity, relevance, structure and findability.
- Ensure website content is published accurately and consistently in line with agreed standards.

Website Usability, CMS & User Support

- Use website analytics, user feedback and stakeholder requirements to identify opportunities to improve navigation, content presentation, accessibility and user experience.
- Support good practice in website accessibility and responsive content across OEUK's websites.
- Provide WordPress CMS training, guidance and ongoing support to colleagues, enabling content owners to confidently maintain and update their own website content in line with agreed standards and processes.
- Engage with relevant colleagues and member stakeholders to understand user requirements and feedback, using this insight to support improvements to member-facing website content and digital products.

Website Development & Continuous Improvement

- Implement agreed website improvements, including new pages, features, functionality and user journeys, using WordPress or coordinating specialist technical support where required.
- Develop and enhance page structures and digital experiences within the functionality available through WordPress.
- Gather and translate business and user requirements into clear website development requirements.
- Support the testing, implementation and ongoing review of new website features and functionality.
- Keep up to date with developments in WordPress and relevant digital tools, recommending practical improvements where appropriate.

Digital Platforms & Technical Collaboration

- Develop and maintain a working understanding of the platforms and services supporting OEUK's websites and digital products.

- Work with the CRM & Systems Manager to support improvements to member-focused website functionality involving Microsoft Dynamics.
- Maintain an appropriate understanding of website and CRM integration principles to support requirements gathering and implementation.
- Work with technical specialists and developers to resolve issues and deliver improvements requiring specialist development or technical expertise.

Agency & Supplier Coordination

- Coordinate with website agencies, developers and other digital suppliers to support agreed website activity.
- Manage appropriate supplier access to websites and digital platforms in accordance with OEUK processes.
- Provide external suppliers with the information and access required to deliver agreed activity.
- Monitor delivery of agreed website work and escalate significant technical, delivery or budget matters to the Head of Marketing.

Digital Product Coverage

The role will support and maintain digital content and functionality across:

- OEUK's main website.
- Event and campaign websites.
- Members' areas and member-focused digital products.
- WordPress and other agreed content management environments.
- New website and digital products introduced within the scope of the role.

Key Account Management

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

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

WordPress & Website Management

- Relevant professional experience in website management, digital content or a related field, with demonstrable experience of independently managing and improving website content and functionality.
- Strong practical knowledge of WordPress, including creating, editing, structuring and publishing website content.
- Experience using WordPress functionality to develop pages, improve content presentation and support effective user journeys.
- Good understanding of website structure, navigation, usability, accessibility and responsive content.
- Ability to troubleshoot routine CMS and website content issues, escalating more complex technical matters appropriately.
- Experience supporting website changes, enhancements or development projects from requirements gathering through to testing and implementation.

Content & Digital Publishing

- Strong writing, editing and proofreading skills, with the ability to publish clear, accurate and engaging website content.
- Good understanding of digital content, web publishing and search engine optimisation principles.
- Ability to structure and present content effectively for different audiences, objectives and digital formats.
- Strong attention to detail, with a focus on accuracy, accessibility, quality and consistency.
- Ability to work with content owners to improve the clarity, relevance and findability of website content.

Technical & Digital Capability

- Working knowledge of website analytics and the ability to use data, feedback and user requirements to recommend practical improvements.
- General understanding of website integrations, digital workflows and connected systems.
- Familiarity with CRM platforms such as Microsoft Dynamics would be advantageous; developer-level knowledge is not required.
- Confidence in learning and using new WordPress functionality, digital platforms and relevant emerging tools.
- Basic knowledge of HTML and CSS would be advantageous but is not essential.
- Ability to test website changes and functionality methodically, document issues and work with technical specialists to support resolution.

CMS Training & User Support

- Confidence in delivering practical WordPress CMS training, guidance and ongoing support to colleagues with different levels of digital knowledge.
- Ability to explain WordPress functionality, website processes and publishing standards clearly to non-technical users.
- Patient and supportive approach to helping content owners build confidence in maintaining their own website content.
- Willingness to share knowledge and promote consistent, accessible and effective website publishing practices.

Stakeholder & Supplier Collaboration

- Strong communication and relationship-building skills, with the ability to work effectively with colleagues, content owners, agencies, developers and suppliers.
- Ability to understand user and business requirements and translate them into practical website solutions or clear requirements.
- Confidence in presenting recommendations and explaining the reasons for proposed website improvements.
- Experience working with website agencies, developers or digital suppliers would be advantageous.
- Ability to monitor agreed supplier activity and raise technical, delivery or budget concerns appropriately.

Planning, Delivery & Problem-Solving

- Ability to manage competing website requests, priorities and deadlines while maintaining accuracy and quality.
- Able to take ownership of defined work and deliver agreed improvements with appropriate guidance.
- Organised and proactive, with a practical and methodical approach to problem-solving.
- Ability to work independently while collaborating effectively across teams.
- Sound judgement about when to resolve an issue directly and when to seek specialist technical advice or escalate a concern.
- Focus on continuous improvement, using analytics, feedback and delivery outcomes to inform recommendations.

Behaviours & Values

- Collaborative, constructive and responsive approach to working with colleagues and external partners.
- Curious about developments in WordPress, website technology and digital communications.
- Keen to learn from others, share knowledge and contribute positively to the wider organisation.
- Demonstrates high standards of accuracy, integrity, ethical behaviour and professionalism aligned with OEUK's values.
- Understands and supports OEUK's purpose and objectives.

Operational Flexibility

- Willingness to travel within the UK occasionally, including between OEUK's London and Aberdeen offices, where required.
- Willingness to work outside normal hours on occasion to support essential website activity or agreed deadlines.