



## JOB DESCRIPTION

JOB DETAILS			
<b>Job Title:</b>	<b>Deputy Editor</b>	<b>Location :</b>	<b>London, with occasional UK travel (Aberdeen)</b>
<b>Reporting Line:</b>	<b>Design, Digital &amp; Editorial Manager</b>	<b>Date:</b>	<b>March 2020</b>
<b>Team:</b>	<b>Stakeholder &amp; Communications</b>		

### Industry and Corporate Objectives

#### Industry Objectives:

- Supporting net-zero: encourage the reduction of industry's scope 1 and UK scope 3 emissions
- Helping meet UK energy needs: facilitate the maximisation of indigenous production
- Developing people & skills: encourage a diverse and inclusive workforce with transferable skills
- Driving technology & innovation: enable an innovative and collaborative culture
- Growing the economy & exports: support a resilient, sustainable and diverse supply chain
- Leading HSE performance: enable and promote sector leading health, safety and environmental performance
- Enhancing industry reputation: position the industry as safe, sustainable and socially acceptable

#### Corporate Objectives:

- Be the leading industry voice: maintain a member focussed, agile and efficient business which is a great place to work
- 

### Team Purpose and Objectives

- To promote oil and gas as vital components of the energy mix and demonstrate the Total Value Add of the industry;
- To proactively manage the stakeholder and communications agenda on behalf of the organisation and its members, actively pursuing a positive profile and reputation for the industry and OGUK;
- To develop an effective brand management strategy ensuring all design, digital and editorial activities, and media are optimised to deliver the strategy
- To lead, develop and deliver:
  - the Membership Value Proposition, recruiting, retaining and engaging O&G UK Members to generate ongoing revenue streams.
  - high quality events which enhance the organisation's reputation, messaging and income.

### Job Purpose

- To create editorial content for OGUK across multiple platforms (traditional and new) that reinforces the organisation's brand, messaging and its reputation as an authoritative voice on behalf of industry.

### Job Dimensions

<b>Budgetary Responsibility :</b>	N/A
<b>Team Size :</b>	3
<b>Key Stakeholders :</b>	Internal teams, member companies, printers, freelance writers

### Key Accountabilities

To work to the objectives and budgets agreed with the Design, Digital & Editorial Manager to:

- Support the Editor by working collaboratively across all editorial duties
- Deliver an effective suite of print and digital publishing tools that meet OGUK business priorities, reinforce the OGUK brand and enhance its reputation through quality written output
- Responsible for the writing, editing, proofing of around 35 mixed publications each year, working with stakeholders across all teams
- Work within the DDE team to co-ordinate editorial, design, printing, publishing and distribution processes to ensure projects are delivered on time, to budget and to target audiences
- Liaise with the Leadership Team and other OGUK staff to research, write, co-ordinate, edit or create content for in-house reports, newsletters, Wireline magazine, marketing collateral, infographics and other such published materials (both print and digital) taking lead responsibility for agreed projects
- Build and maintain relationships with key internal and external contacts, including member companies, through regular contact, to seek opportunities for newsworthy articles.
- Create and deliver output that is engaging, factually correct on message, relevant, grammatically accurate and upholds house style
- Co-ordinate, research and create content for the monthly members e-newsletter and distribute using an email marketing system
- Steer the editorial development of Wireline magazine working together with the Editor and Design, Digital and Editorial manager to ensure it accurately reflects industry interests through storytelling and continues to grow readership and value in both print and digital forms
- Manage and administer Wireline advertising bookings
- Work with the wider team to apply editorial practice to mixed marketing and campaign material, alongside emerging media (eg. Webinars, podcasts, produce and publish video clips, new digital platforms, storyboarding and agency campaign work)
- Work with the rest of the team to promote publications, member news, videos and Wireline advertising on social media
- Champion quality and demonstrate personal high standards of quality and service as part of an inhouse full service department
- Communicate internally a positive attitude and mindset in regard of the role of OGUK, the changing industry and potential in future facing campaigns and projects
- Engage with and support internal training and development, diversity & inclusion initiatives, shared values work and well being at work.

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

- Extensive copywriting, editing, corporate and report writing experience, preferably with a journalistic background and relevant editorial qualification and/or training
- A champion for sound editorial style and an ability to guide others with diplomacy
- Experience of working with technical content (eg in energy, engineering, science or similar)
- Sound proof reading skills and a thorough eye for detail
- A strong news sense, with an ability to write and edit content in different editorial styles, from corporate reports to news and features, to marketing copywriting
- Comfortable with technical subject matter
- Experience of liaising with writers and designers as well as working on the end-to-end production of publications, with an understanding of the requirements of the different stages of the process
- Exceptional organisational skills and the ability to work calmly under tight deadlines across multiple projects simultaneously
- Creative writing style and visual nous
- Ability to take responsibility for specific projects and manage relationships across multiple teams
- Advanced Microsoft Word formatting and experience developing and upholding templates
- Intermediate skills in using content management systems, , InDesign, PowerPoint, , Excel and Acrobat
- Effective change facilitator who thinks innovatively and acts decisively, adapting positively to challenges
- Results-driven, equally comfortable and experienced at working strategically or operationally to drive continuous improvement and operational excellence
- Role model who demonstrates high personal standards of ethical behaviour and professionalism, aligned to OGUK company values
- Skilled communicator and a strong, flexible team worker