



JOB DESCRIPTION

JOB DETAILS			
Job Title:	Digital & Social Media Lead	Location :	London Office
Reporting Line:	Design, Digital & Editorial Manager	Date:	Aug 2020.
Team:	Stakeholder & Communications	Term:	1 Year Fixed Term
Corporate Objectives			
<ul style="list-style-type: none"> • Supporting net-zero: encourage the reduction of industry's scope 1 and the UK's 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: facilitate the uptake of technology and innovation to transform the sector. • 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. • Leading industry association: further develop a member-focused, agile and efficient business, which is a great place to work. • 			
Team Purpose and Objectives			
<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> ○ the Membership Value Proposition, recruiting, retaining and engaging OGUK Members to generate ongoing revenue streams. ○ high quality events which enhance the organisation's reputation, messaging and income. 			

Job Purpose	
<ul style="list-style-type: none"> • To provide OGUK's digital and social media expertise to strengthen and reinforce the brand and maintain high standards of delivery. 	
Job Dimensions	
Budgetary Responsibility:	n/a

Team Size:	Five
Key Stakeholders:	Internal teams, member companies, web and social media agencies, freelance developers and designers.
Key Accountabilities	
<ul style="list-style-type: none"> • Work to objectives and budgets agreed with the Design, Digital & Editorial Manager and the DDE team to: • Take responsibility for OGUK digital projects to meet business priorities, reinforce the brand and enhance O GUK's reputation. This involves developing and delivering a coherent suite of digital publishing tools. • Full oversight and operational management of the main OGUK website, campaigns and events microsites. • Monitor the website's performance using Google Analytics and/or train others to do so. • Manage the relationship with the company's web development agency, ensuring continuous improvements to the site's performance and steering any new advanced technical development. • Act as the liaison point for the connections between the website and the CRM. • Review and enhance each page of the main website for tone of voice, structure of the content and interactivity through video and graphics – and then maintaining and adding to this regularly. • Picking up regular web copy updates and fielding internal web related requests. • Managing OGUK's video channel (VIMEO) and steer output from the organisation, working with design, editorial and communications. • Ensure maintenance of OGUK's social media strategy, optimising our engagement through existing channels and recommending next steps. • Exploring ways to develop social media activity further, for example, for any future decarbonisation campaign, blogs for the CEO etc. • Work with membership to enhance their social media activity and web pages with focus on members exclusive content and benefits. • Monitor social media metrics and regular report updates. • Manage OGUK's social media calendar monitoring and approving content using Hootsuite. • Run Social Media paid campaigns to support business objectives, monitoring and reporting results. • Work with the Marketing Adviser and other teams to enhance events digital/ social media marketing. • Manage OGUK mobile App, support content updates and marketing activities. • Work with the Marketing Adviser to actively increase the digital circulation of Wireline and e-newsletter. • Capture performance metrics for publications/downloads/purchases/website performance as required and to maintain current reporting processes. • 	
Knowledge, Skills, Experience: (includes technical skills, professional qualifications, and competencies)	
<ul style="list-style-type: none"> • Advanced experience with Google Analytics • Experience with social media channels including LinkedIn, Twitter, Facebook and Instagram. • Social media monitoring and planning tools such as Hootsuite, as well as the ability to analyse and manipulate performance data. • Confident in writing or editing web copy as required and being a champion for best practice in writing for the web. • Experience in using email marketing tools. • Intermediate/Advanced experience with WordPress or other website development tools • Comfortable using Adobe Creative Cloud products (with a focus on Photoshop, Acrobat and ideally In-design). 	

- Experience and understanding of WordPress principles, email marketing and digital publishing software and integrations with wider office requirements.
- A strong understanding of visuals, design and brand.
- Experience of working within a marketing, PR or communications team and working with a mix of stakeholders.
- Experience of working with a web agency or managing a commercial or significant website or sites
- Understanding or experience of setting up hosting, domain names and working with technical suppliers.
- Proofreading skills and a eye for detail.
- A champion for sound editorial style and best practice and an ability to guide others with diplomacy.
- Comfortable working with technical and statistical material and making it palatable for technical and non-technical audiences alike.
- Exceptional organisational skills and the ability to work under tight deadlines and budgets.
- Experience of liaising with and briefing freelancers, agencies and other suppliers.
- An ability to storyboard, plan and co-ordinate short video clips for social media as well as longer videos and animations.
- Experience of basic video editing tools and 3d software, and familiarity with supporting tools (digital cameras, video equipment, etc)
- The successful candidate must be prepared to work outside normal hours to meet timescales, deadlines and should also be willing to travel within the UK.
- Role model who demonstrates high personal standards of ethical behaviour and professionalism, aligned to company values.
- Skilled communicator and a strong, flexible team worker.