

## POSITION PROFILE

<b>Position:</b>	Head of Marketing & Comms	<b>Department:</b>	Marketing and Comms
<b>Postholder:</b>		<b>Section:</b>	Operations
<b>Reports to (position):</b>	Chief Operating Officer	<b>Direct Reports:</b>	Social Value Manager, Senior Marketing & Comms Coordinator, Marketing & Comms Coordinator and Events Coordinator
<b>Location:</b>	UK		
<b>Date of Issue:</b>	June 2025	<b>Prepared By / Approved By:</b>	FW / AS

### OUR MISSION

OPITO is committed to **strategic growth and diversification**, aiming to increase global adoption of its products and services by up to 30% by 2028. Through **technology and innovation**, the organisation will develop pioneering solutions that leverage cutting-edge advancements. A focus on **data-driven intelligence** will enable OPITO to harness insights into global workforce and safety trends, ensuring informed decision-making. In alignment with **social value** principles and the UN Sustainable Development Goals, OPITO will enhance educational opportunities, promote inclusive career pathways, support economic growth, and drive industry innovation and infrastructure. Lastly, through **business effectiveness**, OPITO will implement targeted and measurable continuous improvement initiatives, ensuring operational excellence across all aspects of its operations.

### COMPANY OVERVIEW:

Operating for over 50 years, OPITO is an industry-owned organisation, headquartered in Aberdeen, Scotland.

We drive consistency and safety compliance across global standards and qualifications, creating workforce development solutions. OPITO is a global leader in workforce safety, leading the skills focused dialogue with international governments as our industry prepares to meet Net Zero targets.

Each year, more than 500,000 people are trained to OPITO standards through one of over 240 OPITO approved centres operating across 50 countries globally.

With operational hubs in four key regions – UK and Europe, Middle East and Africa, Asia Pacific and the Americas – OPITO drives safety and competency improvements across a diverse range of industries

### OUR VALUES

At OPITO, we are committed to fostering an inclusive, dynamic, and engaging workplace where individuals can bring their authentic selves to work. We value diversity, collaboration, and a spirited approach to our mission, believing that a strong team is built on mutual respect, passion, and a shared commitment to excellence.

Guided by our core values, we are steadfast in our commitment to:

- **Integrity** – Acting with honesty and responsibility in all that we do.
- **Collaboration** – Working together to achieve common goals and drive success.
- **Adaptability** – Embracing change to stay ahead in a dynamic environment.
- **Care** – Prioritising the well-being and growth of our team, partners, and industry.

At OPITO, we don't just talk about our values—we live by them, creating a workplace where passion, resilience, and a positive mindset thrive.

**PRIMARY FUNCTION:**

As Head of Marketing and Communications reporting to the Chief Operating Officer, you will be responsible for leading and delivering on all aspects of global marketing, brand management, communications and social value strategies for the organisation.

**DIMENSIONS****Core Competencies / Technical Requirements**

- Excellent communications skills, both written and verbal
- Good understanding of the Energy Sector, and the ability to maintain knowledge, understanding and awareness of the changing landscape
- Experience of web development and maintenance including intranet communications
- Ability to manage and maintain communications with a diverse range of stakeholders

**Interfaces / Contacts****Internal**

- All staff

**External**

- Training Centres, partners and industry representatives
- Industry forums
- Media representatives
- External agencies including PR and Marketing agency, crisis communications agency and design agency.
- Board members

**ROLE RESPONSIBILITIES**

Main functions may include some or all of the following:

**Marketing & Comms functions:**

- Develop and implement OPITO's global communications strategy, aligned to corporate objectives and brand positioning.
- Overall management of external crisis communications agency, ensuring activities and messaging aligns with overall brand requirements.
- Provide guidance to CLT on crisis communications, reputational matters and messaging as and when required.
- Ensure consistency of messaging across regions and all external messaging including product marketing campaigns, skills policy campaigns and strategic partnerships promotional materials.
- Continuously identify opportunities to positively position OPITO through events, newsletters, webinars, digital and social activity
- Establish a communication strategy around OPITO's global network of training centres to build profile and trust with vital stakeholders
- Manage and maintain the OPITO website, from the development of topical themes and news hooks, to updating and refreshing pages, as and when required
- Lead a programme of internal communication including regional forums, employee intranet and ad-hoc communications
- Oversee strategic marketing, communications and logistical support for key global events including OPITO Global, ADIPEC, Offshore Europe and any other key regional conferences.
- Support the Events Coordinator and global teams in maximising attendance and sponsorship of key industry events.
- Oversee the development of engaging content for online and offline channels to promote events and enhance audience engagement.
- Lead the evolution of OPITO's brand across all channels and regions.

- Ownership of OPITO brand guidelines, ensuring correct usage across all channels and materials globally, and working with partners to design compelling collateral
- Managing interface with partners including website agency etc.
- Oversee and supervise the work of the Senior Marketing and Communications Coordinator and the Marketing and Communications Coordinator.
- Preparing and managing the annual budget.

#### **Social Value & STEM functions:**

- Oversee and supervise the work of the Social Value Manager
- Manage the development and oversee the Social Value strategy
- Overarching responsibility to embed Social Value into the organisation's culture
- Monitor Social Value performance and identify areas for improvement to enhance the organisation's social impact

#### **Health & Safety / Quality Assurance**

Main functions may include some or all of the following:

- Complying with relevant Company Health and Safety policies and procedures
- Managing and maintaining controlled documents relating to Industry Standards
- Ensuring all Standards related processes and procedures are complied with at all times
- Contributing to the annual review of Standards ISO related processes and procedures

#### **Qualification, experience, and attributes (Objectively required to undertake the role)**

Some or all of the following may be required:

Qualifications:

- Relevant communication or marketing qualification, preferably to degree level

Experience:

- Understanding of, and interest in, global energy sector
- Strong track record in a similar role either in consultancy or in house
- Experience working on integrated content programmes
- Experience with social channels including LinkedIn and Facebook, Campaign Monitor, common website CMS and SharePoint

Attributes:

- Strong organisational and time-management skills
- Excellent written and verbal communication, planning and project management skills
- Strong team player, inspiring the people you work with to deliver great results
- Proven ability to lead, motivate and develop teams, fostering a collaborative and creative environment
- Ability to work under pressure, with conflicting priorities and to meet agreed deadlines

#### **Compliance:**

OPITO have a number of policies and guidance documents available to all staff (such as Bribery & Corruption and Conflict of Interest) which provides guidance and confidence to all of our team in their day-to-day roles as well as helping them to comply with the relevant laws and best practice at all times. All employees are reasonably expected to familiarise themselves with, and understand/comply with, at all times, these requirements.

**General:**

Main functions may include some or all of the following:

- Regular and frequent travel within the region and other regions as required
- Undertakes special projects as appropriate and fulfils other duties as may reasonably be required by the company, in line with the incumbent's skills, knowledge, abilities and personal development opportunities
- Maintaining the company values and culture