

POSITION PROFILE

Position:	Senior Marketing and Communications Coordinator	Department:	Marketing
Postholder:	TBC	Section:	Operations
Reports to (position):	Marketing and Communications Manager	Location:	KL, Malaysia
Date of Issue:	24/01/25	Prepared By / Approved By:	KH/SK

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 energy workforce safety, leading the skills focused dialogue with international governments as our industry prepares to meet Net Zero targets.

To ensure a safe workforce of the future, OPITO delivers clear global standards and qualifications that utilise innovative workforce development solutions.

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 to benefit the energy industry.

We pride ourselves on our Values. We have integrity. We collaborate. We are adaptive.

PRIMARY FUNCTION:

To support the organisation in brand marketing and communications, including region-specific initiatives.

DIMENSIONS

Core Competencies / Technical Requirements

- Excellent communication skills, both written and verbal
- Solid understanding of digital and traditional marketing
- Ability to create content and develop messaging for a diverse range of stakeholders in the correct tone of voice
- Conduct general market and region-specific research to identify insights to inform marketing strategies
- Develop engaging content for social media platforms to increase brand awareness and drive engagement.
- Staying up to date with the latest trends digital marketing trends and implementing them where appropriate
- Budget management
- Generation of creative ideas and solutions to promote OPITO within the region
- Experience in email marketing platforms
- Knowledge of graphic design tools (Adobe Creative Suite or Canva)
- Proficiency in content management systems (Craft) for website management and content updates

Interfaces / Contacts

Internal

- All staff

External

- Training centres, partners and industry representatives
- External PR agency

PRINCIPAL ACCOUNTABILITIES

Main functions may include some or all of the following

- Lead regional marketing and communications activities, while providing support to the wider team
- Develop relationships with key publications and stakeholders within the region, identifying effective collaboration opportunities
- Identify opportunities to promote OPITO through digital and traditional marketing activities
- Creating graphics for use across digital channels
- Develop and schedule content for social media
- Create engaging content for OPITO, APTUS and My Energy Future websites and newsletters
- Assist in the creation of promotional materials including brochures and video content
- Conduct market research for APAC and MEA regions.
- Participate in team creative brainstorming and marketing strategy sessions
- Monthly reporting on digital analytics to optimise social and website performance

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

People Management

Main functions may include some or all of the following:

- N/A

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

Some or all of the following may be required:

- Fluent in Malay and English, both written and verbal
- Bachelor's degree or equivalent in Marketing, Communications or a related field
- Approximately two years of experience in a similar role
- Basic understanding or previous experience within the energy sector
- Strong understanding of marketing principles
- Excellent multitasking skills with great attention to detail while working to strict deadlines
- Well-organised with a customer-oriented approach
- Excellent written and verbal communication skills, with the ability to communicate at varying seniority levels
- Experience with social media channels and scheduling tools
- Knowledge of Microsoft Office package
- Knowledge of online analytic reporting tools (social channels and G4)
- Ability to work collaboratively with the wider team across global centres of excellence in a fast-paced environment.

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:

- 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.