

POSITION PROFILE

Position:	Marketing Coordinator	Department:	Marketing
Postholder:		Section:	People and Corporate Services
Reports to (position):	TBC	Location:	Portlethen, Aberdeen
Date of Issue:		Prepared By / Approved By:	GL/KH

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 marketing team with brand, product, and research marketing activities for the organisation.

DIMENSIONS

Core Competencies / Technical Requirements

- Excellent communication skills, both written and verbal.
- Good 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 in-country research to identify insights that will inform marketing strategies.
- Develop an understanding of OPITO's capabilities, the dynamic market landscape, and changing customer demands.
- Create engaging content for social media platforms to increase brand awareness and drive engagement for OPITO products and brand.
- Staying up to date with the latest trends digital marketing trends and implementing them where appropriate.
- Bring a creative flair to administrator duties.
- Design experience in Canva and/or video editing skills.

Interfaces / Contacts

Internal

- All staff

External

- Training centres, partners and industry representatives
- PR and Marketing Agency (Aspect)

PRINCIPAL ACCOUNTABILITIES

Main functions may include some or all of the following:

- Identify opportunities to promote OPITO products through digital and traditional marketing activities.
- Support in product launch and general product awareness campaigns
- Gather market and customer insights via surveys, focus groups etc.
- Develop and schedule content for social media, newsletters, and websites.
- Assist in the creation of promotional product material including brochures and video content.
- Conduct market research for all regions globally.
- Participate in team creative brainstorming and marketing strategy sessions.
- Monthly reporting on digital analytics for socials and G4 inline with product and brand campaigns.

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:

- Basic understanding, or interest in, the global energy sector
- Strong understanding of marketing principles
- Track record of strong organisational skills
- Ability to multi-task and work 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 managing social media channels and scheduling tools
- CMS experience
- Design experience in Canva and/or video editing skills
- Knowledge of MS office, CRM tools, Online analytics (social and G4)

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.