



**Person Profile & Job Description  
Publishing & Communications Manager**

**December 2021**

**Vision**

*A global marine industry that causes no harm to people or the environment.*

**Mission**

*To lead the global marine industry in the promotion of safe and environmentally responsible transportation of crude oil, oil products, petrochemicals and gas, and to drive the same values in the management of related offshore marine operations. We do this by developing best practices in the design, construction and safe operation of tankers, barges and offshore vessels and their interfaces with terminals and considering human factors in everything we do.*

**Values**

**Respect** – *Treat everyone with respect and dignity, everyone brings value even if their ideas are different, work for the greater good of the industry.*

**Engage** – *Be inclusive, participate fully, breakdown silos. We are one team.*

**Efficient** – *Improve processes, increase agility, prioritise effectively.*

**Deliver** – *Align with the strategy, perform against KRAs and KPIs.*

**Reports to:** Publications and Advocacy Director

**Line Manages:** Editor

**Department:** Publications & Advocacy

**1. Job Purpose**

Manage and develop OCIMF's print and online publications, ensuring high quality, cost-effective publications are distributed efficiently within planned timescales. Develop and publish training materials.<sup>1</sup> Manage and develop the technical writers and technical reviewers to ensure that OCIMF content is up-to-date and to the required standard. Plan, manage and coordinate the internal and external communications strategy, including disseminating information to members, raising awareness of promotional materials and activities and promoting dialogue, and monitoring brand guidelines. Maintain close cooperation with the General Counsel and Business Support Director for publications, communications and training materials review.

<sup>1</sup> Excluding those for inspector accreditation.

## 2. Person Profile

*All criteria are essential unless stated otherwise (D = desirable) and wording in italics.*

### Knowledge and skills

- Good standard of numeracy and literacy.
- Excellent verbal and written communications skills, including the ability to express and convey complex ideas clearly and logically.
- Ability to effectively proof-read/copy-edit.
- Excellent organisation and project management skills, including the ability to accurately estimate timescales for activities, determine priorities and work proactively to meet deadlines for multiple projects.
- Financial planning and budgeting.
- Ability to develop and implement a communication strategy including the OCIMF website and social media.
- Ability to commission technical writers.
- Ability to build and maintain effective professional relationships and to work independently and collaboratively as part of a team.
- Ability to write press statements and act as media contact.
- Fully computer literate and familiar with a range of software packages (see below).
- Excellent word processing and document presentation skills.
- Ability to identify and solve problems, apply discretion, and make appropriate decisions.
- *Knowledge of copyright, intellectual property, and anti-trust requirements (D).*

### Experience and qualifications

- Good standard of education *to degree level or equivalent (D).*
- *Publishing or project management qualification (D).*
- Experience in a similar or transferable role.
- Experience of project managing multi-projects against deadlines.
- Experience of writing, editing and proofreading articles and technical publications *(preferably within maritime - (D)).*
- Experience of preparing publications for print and print production, including writing a brief, commissioning design, artwork and print and liaising with suppliers.
- Experience of working with Microsoft Word, Outlook, PowerPoint, Excel, Adobe InDesign and the internet.
- *Working experience of SharePoint document management system (D).*

### Personal qualities

- Personal commitment to upholding OCIMF's Values during every-day work.
- Self-motivated, confident, personable, articulate and able to listen to and converse confidently with people at all levels and of different nationalities in a customer-focussed manner.
- Well organised, pays careful attention to detail and accuracy.
- Able to work collaboratively within a team.
- Problem solver.
- Reliable, trustworthy, and discreet.

- *Working understanding of any other languages (D)*

#### **Circumstances**

- Able to work out of normal working hours when required and to travel occasionally to different locations, attend meetings and events outside of normal working hours.  
(Personal circumstances will be taken into account)

### **3. Job Description**

#### **3.1 Key working relationships**

**Internal:** Publications & Advocacy (P&A) Director, P&A department members, Leadership Team, Secretariat employees, secondees and contractors.

**External:** OCIMF members, Committee members, Witherby Publishing Group, technical writers, suppliers, contractors, PR agencies, other marine/oil/gas/chemical/terminal organisations including trade associations, government bodies, copyright/trademark bodies.

**Note:** International liaison required.

#### **3.2 Main duties and results areas**

##### **Publications**

- Working alongside the relevant parties to develop, plan and coordinate OCIMF publications (timeline for planning up to 5 years in advance).
- Manage and oversee the publications review process for all publications.
- Work alongside the relevant parties to create a new project management tool, that tracks progress of publications processes and provide updates as required.
- Oversee the technical writers, including budget, recruitment, training, allocation and providing ongoing support as needed.
- Liaise with the P&A Director, the Managing Director and the publisher to set and negotiate pricing and royalties.
- Manage the publication department's budget and sales forecasts.
- Liaise with the P&A Director, General Counsel and Business Support Director and OCIMF colleagues to ensure that the publications processes and guidelines remain fit for purpose.
- Provide training and support to OCIMF colleagues, work group members and technical writers on the publications process and guidelines.
- Provide additional guidance and training when required with the aim of building capability within the technical team.
- Work with the Advisers and OCIMF groups to update/revise the content of existing publications and produce content for new publications, ensuring consistently high quality of information and presentation.

- Maintain high quality standards for OCIMF publications, including verifying the accuracy of material provided, producing accurate material, collating, ensure that content is proofread and copyedited.
- Manage freelancers as needed and within the Publications budget.
- Arrange and co-ordinate translations.
- Collect and source photographs, maintain the photographic library and collaborate with the Advisers to select photographs for publications.
- Liaise with General Counsel and Business Support Director to review and action requests to reproduce copyrighted information.
- Liaise with General Counsel and Business Support Director to draft and manage publishing agreements.

#### **Partnership working with publishers**

- Maintain regular contact with the publishers' Managing Director to share/exchange information on plans, processes and timescales envisaged for producing publications.
- Produce publications to planned timescales, including monitoring design, proofreading and providing feedback to the publisher in agreed timescales.
- Work with the marketing department to agree appropriate strategies for individual publications, and for the full library.

#### **Communications**

- Work with the P&A Director to develop and implement the communications strategy.
- Manage the marketing and promotional activities for all new publications (internal and external).
- Assist with the marketing and promotional needs for all OCIMF activities (e.g. programmes, external events, etc.).
- Manage the OCIMF newsletters.
- Review the consistency of language across all OCIMF communications (publications, programmes, website etc).
- Develop and maintain OCIMF brand guidelines ensuring compliance against agreed standards.
- Work to identify and implement ways to ensure that communications reach the appropriate people in member organisations.
- Monitor and evaluate the effectiveness of communications, suggest improvements/ changes where required and action once agreed.
- Act as OCIMF media contact when required ensuring Secretariat staff have agreed press statements and key message when appropriate.
- Manage PR's OCIMF communication activity with external providers.
- Manage freelancers as needed and within the Publications budget.
- Work alongside the secretariat to keep the website up to date, regularly reviewing to ensure it is up-to-date and to monitor usability and access.
- Oversee OCIMF videos.
- Assist with webinars as needed.
- Manage external online platforms for OCIMF's messaging. i.e. LinkedIn, Wiebo etc.

### **Advocacy**

- Work with the P&A Director to manage the Regional PR and research contracts.
- Support the OCIMF Advocacy strategy.

### **Publications, books and merchandise administration**

- Procure and organise the production of the OCIMF annual review and other printed documents within required timescales.
- Manage stocks and sales of Witherby Publishing Group books. Keep records up-to-date and available.

### **Data, information and knowledge management**

For OCIMF activities within the scope of this role ensure that:

- SharePoint site is structured and maintained in accordance with OCIMF prescribed format and content, and kept up-to-date.

### **Line Management**

- Manage direct reports, including recruitment and selection and induction.
- Provide effective line management and supervision, including holding supervision meetings, communications, providing support, conducting appraisals, performance management and identifying training needs in line with OCIMF policies.
  - Contribute to resource planning up to one year in advance.

Any other reasonable duties (see below 6. General requirements)

## **4. Special working conditions (e.g. hours, travel, events)**

The details below are not exhaustive and if necessary other reasonable special working conditions may apply

- Work out-of-hours as and when necessary.
- Occasional travel to different locations and attend meetings and events outside of normal working hours.

## **5. General requirements of the post-holder**

- Complete other tasks and duties consistent with the level of the post, as and when required.
- Comply with OCIMF document retention and destruction procedures.
- Consider and take responsibility for the health and safety of self and others and adhere to OCIMF health and safety guidance at all times.
- Ensure appropriate confidentiality of information at all times.
- Commit to and promote OCIMF charter relating to equality of opportunity.
- Comply with OCIMF rules and policies which are set out in the Staff Handbook, as amended from time to time.