

OIL & GAS UK

JOB DESCRIPTION

JOB DETAILS			
Job Title:	Communications Adviser	Location:	London with regional travel
Reporting Line:	Communications Manager	Date:	May 2017
Team:	External Affairs & Communications		
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 external affairs and communications agenda on behalf of the organisation and its members, actively pursuing a positive profile and reputation for the industry and Oil & Gas UK; To develop an effective brand management strategy ensuring all design, digital and editorial activities, and media are optimised to deliver the strategy. 			

Job Purpose	
<ul style="list-style-type: none"> To deliver effective media and PR strategies (traditional, social and digital) on all issues relevant to the Industry and on the promotion of events, publications and membership in line with Oil & Gas UK objectives. 	
Job Dimensions	
Budgetary Responsibility:	To work within budget as agreed with communications manager
Team Size:	Four
Key Stakeholders:	Regional, national, international and trade broadcast, print and digital media; trade unions and other industry bodies; communications peer groups, workforce
Key Accountabilities	
<p>Work to objectives agreed with the communications manager to:</p> <ul style="list-style-type: none"> Devise and execute effective media and PR plans using appropriate strategies and tactics to fit with business objectives and processes Organise and coordinate different media and PR activities using a variety of channels (broadcast, print, digital and social) to ensure maximum benefits Create high quality and accurate content for press releases, response statements, articles, newsletters, speeches, Q&As, presentations, briefings, video clips and marketing/events materials Build good working relationships with existing media contacts and cultivate new contacts, including in key oil and gas regional hubs, to ensure a thorough understanding of Oil & Gas UK policies and issues and maximise placement of newsworthy stories Provide specific media and PR support for Oil & Gas UK's Efficiency Task Force (London or Aberdeen-based post) Provide specific media and PR support for Oil & Gas UK's upstream policy team, covering economics, energy policy and climate, and decarbonisation issues (London-based post) Respond to media inquiries and arrange interviews, acting as spokesperson where appropriate and ensuring all other Oil & Gas UK spokespeople are comprehensively briefed, trained and rehearsed before they engage with the media Advise Oil & Gas UK on handling sensitive issues to preserve reputation Liaise with the design adviser to ensure consistency in promoting corporate image Delivery member communications, according to protocols and procedures agreed with communications manager Develop key messaging and ensure consistency of use across the organisation and across all platforms 	

- Provide 24-hour media contact and response cover, as a member of the 'on-call' team rota
- Organise media attendance at briefings and events
- Provide daily summary of media coverage to Oil & Gas UK staff
- Champion quality and demonstrate leadership through personal high standards of quality and service.

Knowledge, Skills, Experience (includes technical skills, professional qualifications, and competencies)

- Proven working experience in media and public relations, with demonstrable ability to manage multiple tasks within deadlines and to budget
- Proven track record in delivering successful media and public relations campaigns using different channels at local, regional and national level
- A solid understanding of the media with a good eye for a story and strong judgement of news, with diverse current media contacts
- Solid knowledge of social media (blogs, Twitter, LinkedIn)
- Not afraid to handle a camera
- Excellent and versatile written and oral communications skills, including speech writing and creating advanced presentations, writing thought leadership pieces
- Sound judgement in issues management
- Ability to build strong relationships with key stakeholders to mutual benefit
- A creative mind partnered with the ability to find the best practical solutions
- Results-driven, equally comfortable and experienced at working strategically or operationally to drive continuous improvement and operational excellence
- Processes high personal standards of ethical behaviour and professionalism, aligned to company values
- A good knowledge of energy issues in general and the oil and gas industry in particular
- Extensive experience in a similar role
- Experience with the Vuelio database, distribution, monitoring and analysis system, or similar software
- Intermediate knowledge of WordPress