



JOB DESCRIPTION

JOB DETAILS			
Job Title:	Communications Adviser	Location:	London with regional travel
Reporting Line:	Communications Manager	Date:	March 2020
Team:	Stakeholder & Communications		
Team Purpose and Objectives			
<ul style="list-style-type: none"> To promote the positive profile of industry and uphold its reputation by the development and delivery of an integrated communications plan addressing key strategic risk insights To understand and manage the impact of political change and uncertainty, including Brexit and the drive to net zero on the industry, mitigate negative consequences and pursue any opportunities this may present To actively increase the positive profile and awareness of OGUK's activities and purpose to its members and other stakeholders To develop and deliver an enhanced stakeholder engagement campaign To contribute actively to making OGUK a great place to work through our support of shared values and D&I 			

Job Purpose	
<ul style="list-style-type: none"> To develop and deliver communications strategies 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:	6
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"> Uphold the quick, pithy and accurate day-to-day running of the busy press office, including news monitoring, responding to queries, supporting campaigns and events, taking part in on call rota, updating briefing documents and ensuring media contacts are up to date Organise and coordinate different communication activities and tactics using a variety of channels (broadcast, print, digital and social) to deliver agreed objectives Proactively build good working relationships with regional, national and specialist media, becoming a trusted source of information on the UK's offshore oil and gas industry Create high quality and accurate content for press releases, response statements, articles, newsletters, speeches, Q&As, presentations, briefings, video clips and marketing / events materials Contribute to the monitoring and content of social media channels Contribute to and support integrated communications campaigns on a range of high profile and exciting issues Work closely with the Communications team to spot and exploit opportunities for proactive positive content Respond to media enquiries 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 	

- Upload digital content to website
- Advise Oil & Gas UK on handling sensitive issues to preserve reputation
- Provide 24-hour media contact and response cover, as a member of the 'on-call' team rota
- Organise media attendance at briefings and events

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

- A first-rate communicator with an ability to identify newsworthy stories and communicate complex issues in a compelling and motivating way
- Ability to react and adapt in a fast-paced in environment, changing priorities as required
- Experience in delivering successful media and public relations campaigns using different channels at local, regional and national level
- Experience in media management including managing relationships with key press contacts, communications planning and messaging
- Experience in producing impactful content for a high-profile including press releases, blogs, video and social
- Experience using WordPress or similar Content Management System
- Proven ability to manage different tasks and to competing deadlines
- Competent using social media management tools and channels including Hootsuite, Twitter, LinkedIn
- Results-driven, equally comfortable and experienced at working strategically or operationally to drive continuous improvement and operational excellence
- Possess high personal standards of ethical behaviour and professionalism, aligned to company values
- Generate ideas and have the skills to work with others across different teams, members and others to bring them to life
- A successful team player who is tactful, helpful and proactive, able to positively influence change
- Experience with Vuelio media monitoring and distribution system, or similar software