



JOB DESCRIPTION

JOB DETAILS			
Job Title:	Communications Officer	Location:	London with regional travel
Reporting Line:	Communications Manager	Date:	Aug 2020
Team:	Stakeholder & Communications		
Corporate Objectives			
<ul style="list-style-type: none"> • Supporting net-zero: encourage the reduction of industry's scope 1 and the UK's scope 3 emissions. • Helping meet UK energy needs: facilitate the maximisation of indigenous production. • Developing people & skills: encourage a diverse and inclusive workforce with transferable skills. • Driving technology & innovation: facilitate the uptake of technology and innovation to transform the sector. • Growing the economy & exports: support a resilient, sustainable and diverse supply chain. • Leading HSE performance: enable and promote sector leading health, safety and environmental performance • Enhancing industry reputation: position the industry as safe, sustainable and socially acceptable. • Leading industry association: further develop a member-focused, agile and efficient business, which is a great place to work. 			
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 stakeholder and communications agenda on behalf of the organisation and its members, actively pursuing a positive profile and reputation for the industry and OGUK; • To develop an effective brand management strategy ensuring all design, digital and editorial activities, and media are optimised to deliver the strategy • To lead, develop and deliver: <ul style="list-style-type: none"> ○ the Membership Value Proposition, recruiting, retaining and engaging OGUK Members to generate ongoing revenue streams. ○ high quality events which enhance the organisation's reputation, messaging and income. 			

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 OGUK objectives. 	
Job Dimensions	
Budgetary Responsibility:	To work within budget as agreed with communications manager
Team Size:	4
Key Stakeholders:	Regional, national, international and trade broadcast, print and digital media; trade unions and other industry bodies; communications peer groups, workforce
Key Accountabilities	

Work to objectives agreed with the communications manager to:

- 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 OGUK spokespeople are comprehensively briefed, trained and rehearsed before they engage with the media
- Upload digital content to website
- Advise OGUK 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