

**Job Title:** Designer

**Team:** Corporate Affairs

**Team Size:** 16

**Location:** London (Office based)

**Reports To:** Head of Marketing

---

### **Team Purpose**

The Corporate Affairs team covers Communications, Marketing and Public Affairs by:

- Protecting and promoting industry and OEUK reputation through evidence-led, creative content, rapid rebuttal, and real-time insight that connects with and inspires our priority audiences.
  - Developing and delivering integrated communications, advocacy, and insight that advance industry policy goals, shape the national conversation on homegrown energy, and support a pragmatic, investible policy environment.
  - Promoting the industry's reputation through a consistent, UK-wide programme of high-quality corporate communications, with regional activation across key energy hubs and political geographies
  - Upholding reputation through strategic risk insight, rapid issue response, and disciplined narrative management, underpinned by data and polling.
  - Positioning Offshore Energies UK as the UK-wide, leading representative body for the sector, monitoring the competitive and political landscape, identifying opportunities to enhance member value, and strengthening OEUK's voice across political, media, member and workforce audiences.
  - Proactively managing and shaping the public affairs agenda by coordinating high-influence relationships, coalitions, regional advocacy, and national debate platforms to grow support for the industry and OEUK.
  - Driving growth and impact through targeted marketing activity that increases event attendance, sponsorship, guideline uptake and member engagement, supported by audience insights and monitoring the competitor landscape
- 

### **Job Purpose:**

To deliver high-quality creative design solutions that support OEUK's communications and branding objectives across digital, print, and internal platforms. The Designer will work closely with the Head of Marketing to ensure consistent application of OEUK's visual identity, contribute to the development of creative assets, and provide practical design support across the organisation.

---

**Budgetary Responsibilities:** No

---

**Line Management:** No

---

### **Stakeholders:**

Marketing Team, wider Corporate Affairs Team, OEUK directorates and our member companies.

---

### **Key Responsibilities –**

Work both independently and collaboratively to achieve the following deliverables set by the Head of Marketing.

### **Creative Production Support**

- Collaborate with the Head of Marketing to execute design tasks and creative projects.
- Assist in the development and refinement of visual content across all OEUK outputs.
- Exceptional attention to detail and commitment to producing accurate, polished and professional visual communications.

#### **Design and Layout Execution**

- Produce layouts and artwork for reports, magazines, and marketing materials.
- Ensure all outputs meet OEUK's quality standards and brand guidelines.

#### **Brand Development**

- Contribute to the creative evolution of OEUK's new brand identity.
- Apply branding consistently across all visual materials and platforms.

#### **Digital and Social Media Assets**

- Create imagery for social media channels and explainer graphics for press releases and website use.
- Ensure digital assets are engaging, accessible, and aligned with OEUK's tone and messaging.

#### **Internal Communications**

- Apply OEUK's visual identity to internal documents and working materials.
- Support the creation of visually effective internal presentations and communications.

#### **Presentation Design**

- Refine PowerPoint presentations and develop reusable template slides.
- Provide guidance to colleagues on using templates effectively.

#### **Collaboration and Briefing**

- Participate in agency briefings and collaborative design projects.
- Work cross-functionally to understand design needs and deliver appropriate solutions.

#### **Organisation-Wide Design Support**

- Offer design thinking and practical solutions to teams across OEUK.
- Help elevate the impact of OEUK's communications through creative input and execution.

#### **Key Account Management**

- Maintain regular, proactive contact with member companies.
- Understand member priorities, address concerns, and align with OEUK's strategic objectives.

---

**The following section outlines the knowledge, skills, competencies, and behaviours required for success in this role.**

#### **Creative & Technical Expertise**

##### **Applies Design Excellence**

- Holds **recognised design qualifications or equivalent experience** and brings **professional experience** from in-house or agency environments.

- Maintains a **portfolio of original work** that demonstrates creativity, versatility, and brand alignment.
- Demonstrates **advanced proficiency in Adobe Creative Cloud**, including tools for layout, image editing, and digital production.
- Possesses **strong layout skills**, with proven experience in designing **reports, magazines**, and other editorial content.
- Exceptional attention to detail and commitment to producing accurate, polished and professional digital and print assets.
- Equally adept at **digital and print projects**, with **sound knowledge of print production** processes.

### **Thinks Visually and Strategically**

- Comfortable writing **initial marketing copy** to shape concepts and guide project direction.
- Confident working with **text-heavy documents, statistics**, and **technical content**, translating complex information into accessible visuals.
- Ideally experienced with **basic video editing tools, 3D software**, and **supporting equipment** (e.g., cameras, video gear).
- Capable of producing **digital media assets** such as infographics and videos that enhance OEUK's digital presence.
- Skilled in **Canva** for rapid content creation and visual storytelling.

### **Delivery & Execution**

#### **Manages Time and Pressure Effectively**

- Experienced in working to **non-flexible publishing deadlines**, maintaining quality under pressure.
- Demonstrates **exceptional organisational skills**, able to manage multiple projects within tight **deadlines and budgets**.
- Willing to **work outside normal hours** and **travel within the UK** to meet project demands.

#### **Delivers with Precision**

- Shows **sound proofreading skills** and a **thorough eye for detail**, ensuring accuracy and consistency.
- Comfortable liaising with and briefing **freelancers, agencies**, and **external suppliers** to deliver high-quality outputs.

### **Collaboration & Communication**

#### **Works Cross-Functionally**

- Experienced in working within **marketing, PR, or communications teams**, engaging with a **mix of stakeholders**.
- A **skilled communicator** who can articulate design concepts clearly and collaborate effectively across departments.
- A **strong, flexible team worker** who contributes positively to group dynamics and shared goals.

### **Professionalism & Values**

#### Acts as a Role Model

- Demonstrates **high personal standards of ethical behaviour and professionalism**, aligned with OEUK's values.
  - Results-driven, with the ability to work **strategically and operationally** to drive **continuous improvement** and **operational excellence**.
-