

Job Title: Communications Adviser

Team: Corporate Affairs

Team Size: 13

Location: London (Office based - Hybrid)

Reports To: National Media Adviser

Team Purpose

The Corporate Affairs team covers Communications, Marketing and External 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 external 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 support the delivery of OEUK's communications activity across the press office and wider corporate affairs function. The role is responsible for producing engaging content, supporting media relations, monitoring industry developments, and delivering effective communications across multiple channels to help enhance OEUK's reputation and achieve its strategic objectives.

Budgetary Responsibilities: No

Line Management: No

Stakeholders:

National Media Adviser, Corporate Affairs Team, OEUK Teams, Regional, national, international and trade broadcast, print and digital media; trade unions and other industry bodies; communications peer groups, workforce

Key Responsibilities –

Work both independently and collaboratively to achieve the following deliverables set by the National

Media Adviser.

Press Office Operations

- Maintain the day-to-day running of a fast-paced press office, ensuring swift and accurate responses to media queries.
- Monitor news and media coverage relevant to the offshore energy sector.
- Participate in the on-call rota to provide 24-hour media contact and response cover.
- Create and distribute daily news summaries
- Keep briefing documents and media contact lists up to date.

Media Relations

- Build and sustain trusted relationships with regional, national and specialist media.
- Ensure OEUK spokespeople are fully briefed, trained and rehearsed.
- Organise media attendance at briefings and events.

Content Creation

- Produce high-quality, accurate content including press releases, response statements, articles, newsletters, speeches, Q&As, presentations, video clips and marketing/event materials.
- Upload and manage digital content on the OEUK website.

Speech Writing

- Draft compelling and tailored speeches for OEUK leadership and spokespeople, ensuring alignment with strategic messaging and tone.
- Collaborate with internal stakeholders to gather insights and shape speech content that resonates with target audiences.

Crisis Communications

- Support OEUK in handling sensitive issues to help protect and enhance the organisation's reputation.
- Assist in developing and delivering timely, accurate and reassuring communications during crisis situations, including reactive statements, media briefings and internal updates.
- Support the briefing of spokespeople during high-pressure scenarios.

Campaign and Event Support

- Support integrated communications campaigns on high-profile industry issues.
- Collaborate with the Communications team to identify and leverage opportunities for proactive, positive content.
- Assist in the planning and delivery of OEUK events and campaigns.

Channel Management

- Coordinate communication activities across broadcast, print, digital and social media channels.
- Contribute to the monitoring and content development of OEUK's social media platforms.

Strategic Communications Advice

- Support sensitive communications activity that helps protect and enhance OEUK's reputation.
- Support the National Media Adviser in delivering strategic communications objectives aligned with OEUK's mission and values.

- Provide communications input and recommendations based on research, media monitoring and stakeholder insight

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.

Communication & Influence

- **Strong written and verbal communication:** Able to communicate information clearly and professionally to different audiences. Able to adapt messaging and writing style to suit the channel and audience.
- **Content creation:** Experience creating engaging, accurate content for a range of channels, including websites, social media, newsletters and press materials.
- **Media awareness:** Demonstrates an understanding of the media landscape and what makes a story newsworthy.
- **Relationship building:** Builds positive and professional relationships with colleagues, members, media contacts and external stakeholders.

Adaptability & Resilience

- **Works well under pressure:** Remains organised, professional and accurate when working to deadlines and managing changing priorities.
- **Flexible and responsive:** Adapts quickly to emerging issues, new priorities and business needs.
- **Proactive approach:** Takes ownership of tasks, seeks solutions and identifies opportunities to contribute beyond immediate responsibilities.

Communications Delivery

- **Communications knowledge:** Demonstrates a good understanding of communications, media relations, public relations and digital communications principles.
- **Planning and organisation:** Able to manage multiple activities simultaneously and deliver work to agreed deadlines.
- **Research and analysis:** Gathers, reviews and interprets information from a range of sources to support communications activity and informed decision-making.
- **Continuous improvement:** Looks for opportunities to improve content, processes and communications outcomes.

Collaboration & Teamwork

- **Collaborative working:** Works effectively with colleagues across teams to achieve shared objectives.
- **Supportive team member:** Contributes positively to team goals, shares knowledge and supports colleagues when required.
- **Stakeholder focus:** Understands stakeholder needs and delivers a professional, responsive service.

Professionalism & Behaviours

- **Professional conduct:** Demonstrates integrity, discretion and sound judgement when handling information and representing OEUK.
- **Attention to detail:** Produces accurate, high-quality work with strong proofreading and editing skills.
- **Inclusive and respectful:** Treats colleagues and stakeholders with professionalism and respect, supporting an inclusive working environment.
- **Commitment to learning:** Demonstrates curiosity and a willingness to develop communications knowledge, skills and industry understanding

Technical Proficiency

- **Microsoft Office:** Competent in using Microsoft Word, PowerPoint, Outlook and Excel.
- **Content management systems:** Experience using WordPress or similar website content management systems.
- **Social media platforms:** Experience using LinkedIn, X/Twitter and other digital channels for communications purposes.
- **Communications tools:** Familiarity with media monitoring, stakeholder engagement or social media management tools such as Vuelio, Hootsuite or similar platforms.

Qualifications and Experience

- Degree, professional qualification or equivalent experience in Communications, Public Relations, Journalism, or a related discipline.
 - Experience gained through internships, placements, graduate roles or early-career positions in communications, media, public relations, or a related field.
 - Experience creating content for a range of audiences and communication channels, including digital and social media platforms.
 - Understanding of media relations, stakeholder engagement and communications activities gained through work experience, placements, voluntary roles or employment.
 - Experience using social media and digital communications tools for content creation, engagement or promotion.
 - Strong writing, proofreading and communication skills, with the ability to present information clearly and accurately.
 - Interest in UK energy, policy, business or current affairs and a willingness to develop sector knowledge.
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