

Job Title: Campaigns and Content Adviser
Team: Corporate Affairs
Team Size: 13
Location: London (Office based - Hybrid)
Reports To: Head of Campaigns and Content

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
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Job Purpose:

To manage and enhance OEUK's day-to-day social media output, creating engaging, timely and high-quality content that strengthens OEUK's digital presence and connects with key audiences.

Working closely with the Head of Campaigns and Content, the **Campaigns and Content Adviser** will help develop and deliver creative and impactful content and campaigns across multiple channels, supporting the promotion of OEUK's priorities, its members and the wider offshore energy sector.

Budgetary Responsibilities: No

Line Management: No

Stakeholders:

Corporate Affairs team, OEUK directorates and our member companies.

Key Responsibilities –

Working closely with the Head of Campaigns and Content and the Communications, External Affairs and Marketing teams, this role will:

Social Media and Digital Campaigns

- Manage and develop OEUK's day-to-day social media activity, creating engaging content that supports organisational and campaign objectives.
- Translate campaign objectives and key messages into effective social media and digital content.
- Identify opportunities to increase reach, engagement and participation across digital channels.
- Support the delivery of paid and organic social media campaigns, including briefing, targeting, creative development and monitoring.
- Keep up to date with emerging platforms, formats, trends and digital storytelling techniques, recommending relevant opportunities for OEUK.

Content Creation and Production

- Develop creative ideas and produce high-quality content for social media, websites and digital campaigns.
- Film video content, including interviews, events, behind-the-scenes footage, campaign materials and short-form social content.
- Edit and optimise content for platforms including Instagram, TikTok, YouTube and LinkedIn, as well as other relevant channels.
- Create short-form vertical video, reels, graphics, animations and other engaging digital assets.

Copywriting and Content Development

- Write clear and engaging copy for social media, websites, email campaigns and other digital channels.
- Adapt content and messaging for different audiences, platforms and campaign objectives.
- Ensure content is accurate, accessible, inclusive, on-brand and appropriate for its intended audience.

Campaign Delivery and Coordination

- Work with colleagues and external partners to help plan and deliver campaigns from initial concept through to completion.
- Coordinate filming, photography, design and other creative requirements.
- Support campaign launches and manage the timely delivery of content and creative assets.
- Maintain an organised library of campaign assets, footage, photography and other creative materials.

Performance and Continuous Improvement

- Monitor social media and campaign performance using relevant data and insights.
- Identify what is performing well and use learning to improve future content and activity.
- Share insights and ideas with the Head of Campaigns and Content to support the ongoing development of OEUK's campaigns and digital presence.

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.

Knowledge and Skills

- Good understanding of major social media platforms and how content, formats and audience behaviour differ across channels.
- Strong copywriting and storytelling skills, with the ability to adapt style, tone and messaging for different audiences and platforms.
- Good practical skills in video production, editing and digital content creation.
- Good understanding of digital analytics and campaign performance, with the ability to use insights to improve future content.
- Understanding of how individual pieces of content contribute to wider campaign and organisational objectives.
- Ability to organise work, manage competing priorities and deliver high-quality content to agreed deadlines.
- Awareness of accessibility and inclusive content principles when creating digital communications.
- An interest in the political, policy and media landscape, with the ability to recognise relevant issues and opportunities for OEUK.

Competencies and Behaviours

Creative and audience-focused

Brings fresh ideas and considers what will engage different audiences, turning messages and stories into relevant and compelling digital content.

Proactive and hands-on

Takes initiative and is comfortable contributing to the practical delivery of content, including filming, editing, writing and publishing, while seeking guidance when appropriate.

Collaborative

Builds positive working relationships, contributes ideas and works effectively with colleagues and external partners to deliver shared objectives.

Adaptable and digitally curious

Responds positively to changing priorities and keeps up to date with emerging platforms, formats, trends and digital storytelling techniques. Demonstrates a willingness to learn and try new approaches.

Campaign and outcome-focused

Understands the purpose behind content and considers how individual activities contribute to wider campaign objectives, audience engagement and organisational priorities.

Organised and dependable

Plans and prioritises work effectively, takes responsibility for agreed activities and delivers accurate, high-quality work to deadlines.

Sound judgement

Uses good judgement when developing public-facing content, considering the audience, context and potential sensitivities, and knows when to seek advice or approval.

Attention to detail

Maintains high standards of accuracy, presentation, brand consistency and quality across written and visual content.

Politically and commercially aware

Takes an active interest in the political, media and wider external environment affecting the offshore energy sector and develops an understanding of OEUK, its members and their priorities.

Open to feedback and development

Responds constructively to feedback, reflects on performance and actively develops their creative, digital and communications skills.
