

Public Relations Specialist - Conglomerate

Company Overview:

This global conglomerate operates across trade and distribution, manufacturing, energy, information technology, infrastructure and logistics, and agro-biotech sectors, driven by a philosophy of excellence rooted in strong core values. It focuses on creating a green and equitable future while leveraging international reach and a robust supply-chain ecosystem to deliver integrated, value- driven solutions. With a strong commitment to quality whether in products, services, or talent it continually pursues improvement and innovation. The organization harnesses synergies across its diverse business verticals to unlock opportunities and contribute to socio-economic progress. Its people-centric culture positions employees as key assets, fostering growth through inclusivity and global

(PR) The Specialist – Oil & Gas Liaison will be responsible for building and managing strategic relationships with major oil marketing companies (OMCs) and government authorities. The role focuses on facilitating commercial opportunities, supporting expansion plans, managing regulatory interfaces, and driving positive industry engagement. Candidates with prior experience in BPCL, HPCL, IOCL, Nayara Energy, or similar organizations are preferred.

Key Responsibilities

A. Liaison & Relationship Management

- Establish and maintain strong relationships with key officials in BPCL, HPCL, IOCL, Nayara Energy, and other OMCs.
- Develop deep connections with Government bodies, including regulatory authorities, state departments, petroleum & natural gas ministries, and local authorities.
- Act as the primary contact for coordinating commercial discussions, site approvals, and business expansion proposals.

B. Regulatory & Government Interface

- Ensure compliance with all petroleum sector regulations, licenses, and approvals (PESO, OISD norms, state excise, and local governing bodies).

C. Business Expansion Support

- Facilitate commercial tie-ups with OMCs for new projects, supply agreements, and strategic partnerships.
- Support feasibility studies, land approvals, and operational coordination for expansion of retail outlets, terminals, depots, or allied projects.
- Coordinate with internal commercial and technical teams to ensure smooth processing of proposals.

D. Public Relations & External Communication

- Represent the company in external forums, industry conferences, and stakeholder meetings.
- Manage PR and communication related to government interactions and partnerships.
- Build visibility and goodwill for the organization within the oil & gas ecosystem.

Required Experience:

- 15-20 years of experience in Oil & Gas (preferably with BPCL, HPCL, IOCL, Nayara Energy, or related companies). Strong network across government departments, OMCs, and petroleum industry stakeholders.

Compensation: Compensation will not be a constraint for the right candidate

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Screening Questions

- (1) Can you share an example of a PR strategy or campaign you developed that positively enhanced your company's brand positioning? What was your approach, key messaging, and measurable impact?
- (2) Describe your experience building and sustaining relationships with media, industry bodies, or government stakeholders. How did these connections support successful PR outcomes or business initiatives?
- (3) Tell us about a challenging situation where you had to manage negative publicity or a crisis. What communication strategy did you apply, and what was the outcome?
- (4) Have you developed thought leadership content, press releases, or corporate messaging that influenced industry perception? Can you describe one such instance and its reception?
- (5) How do you track the effectiveness of PR campaigns or media coverage? Share an example where insights from monitoring helped you refine strategy or improve outcomes.