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Norsk e-Fuel AS
St. Olavs Plass 5
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Application for the position of Communications & PR Associate

Dear Luisa,

For the past five years, I have worked with communication in a technical industry undergoing major change. At buildingSMART Norway, my job is largely about understanding complex topics within digitalisation and the construction industry, finding the relevant story and communicating it in a way that makes sense to different audiences. This is also what caught my attention about the Communications & PR Associate position at Norsk e-Fuel.

As Communications Manager at buildingSMART Norway, I am responsible for the organisation's communication and marketing, both strategically and operationally. In practice, this means working with everything from communication planning, websites and social media to press releases, articles, newsletters, presentations and visual content. I work closely with technical experts and industry stakeholders, and a large part of my role is turning specialist knowledge into communication that is clear without oversimplifying the subject.

I also have considerable experience with events and project coordination. I have been responsible for the communication and organisation of major industry conferences with a combined 800 participants, as well as webinars, workshops and other professional events. My responsibilities have ranged from developing the concept and visual identity to marketing, content production, programmes and coordination with speakers and partners. Working in a relatively small organisation has made me used to taking responsibility for projects and following them through from the initial idea to execution.

My background also includes a Bachelor's degree in Strategy and PR and an MSc in International Marketing with Consumer Psychology, completed with distinction.

After several years of working with digitalisation and sustainable development in the construction industry, I would like to use my communication experience in a new technical field. Norsk e-Fuel is particularly interesting to me because communicating a new industry such as e-fuels requires both an understanding of complex subject matter and the ability to make it relevant to people outside the field. That is a type of communication work I know well and enjoy.

I would be very interested in discussing the position and how my experience could contribute to Norsk e-Fuel's communications team.

Kind regards,
Thorkild R. Stray