

Role Profile: Director – Marketing, Membership & Training

Purpose of the role

The ideal individual will be responsible for establishing AEEE as the premier organization in the field of Energy Efficiency in India. He/She will promote AEEE's unique value proposition as a research think tank and business enabling platform to the entire range of target stakeholders in India and abroad, including policymakers and implementing agencies, multilateral and bilateral development organizations, AEEE members and businesses, foundations, and peer organisations and partners.

The primary responsibilities of this individual are to increase and enhance AEEE's visibility underpinned by our research, analysis, and business enablement activities among various stakeholders in India and abroad, and to help in making AEEE financially sustainable through dedicated fundraising to support AEEE's research, advocacy/campaigns, events, and training programmes. The individual will manage and guide the overall marketing, membership, fund-raising and training activities for AEEE. Compensation for this role will be commensurate with the peers in industry at the time of hiring; subsequently, it will be based on the performance against pre-defined KRAs and KPIs for each year.

Details of the role

Designation	Director – Marketing, Membership & Training	Function (Job function)	Marketing
Grade and Level	Senior Management	Job Family (Specific sub-function)	Marketing, Membership & Training
Location (City name)	New Delhi, India	Employment type	Full-Time

Responsibilities:

Organisational and Cross-functional

- With AEEE leadership's inputs, develop annual marketing, membership and training plan, with clearly defined KPI's and budget requirements aligned with the organization's strategic direction;
- Lead cross-functional teams to realize AEEE's marketing, membership and training goals;
- Review KPI's and progress of the annual marketing plan with the Executive Director every quarter;

Marketing

- Develop and execute a comprehensive marketing plan to increase the visibility and enhance the credibility and reputation of AEEE by utilizing its growing body of work among various stakeholders– such as policy makers, industry and businesses, multilateral and bilateral organizations, foundations and its peers;
- Represent AEEE at appropriate industry and government forums to develop and grow AEEE network and to create awareness about AEEE and our work leading to better positioning and brand building of AEEE;
- Cultivate and maintain excellent relations with key government officials in relevant ministries and in state and city departments, business leaders, AEEE members, foundations, multilateral and bilateral organizations, development agencies and top-tier national and international media;
- Manage and enhance AEEE's visibility, impact and branding through AEEE's website, LinkedIn and Twitter accounts, with consistent messaging, use of various communication pieces (blogs, articles, films, interviews);
- Select marketing and social media, PR, web development partners, as needed, provide guidance and review their activities and ensure quality and timely deliverables against concrete targets;

- Effectively summarize and communicate the marketing plan to the entire team;

Membership

- Responsible for growing and cultivating AEEE membership and related activities against a set of pre-defined KRAs and KPIs;
- Develop and execute strategies to attract new members and maintain high customer-satisfaction level for existing members by launching new initiatives and calendar of events to engage with current and potential members;
- Articulate the benefits of energy efficiency interventions to the external world by working closely with the research project teams and help create impactful communication collaterals and thought leadership articles;
- Develop and implement new membership engagement programs, and manage the onboarding of new members;
- Curate high visibility and high impact industry flagship events to leverage AEEE's positioning as the premier non-government energy efficiency organization in the country;
- In partnership with the research team of AEEE, roll out value added services (e.g. technology briefs, role of business in executing high profile GOI's flagship programmes, research reports targeting different marketing segment, conduct national surveys for EE business potential, etc.) for our members by working closely with top management and marketing team of AEEE members;

Training

- Develop the right training business model, by studying successful national and international training programmes, for AEEE against organizational strategy;
- Identify the energy efficiency training requirements of industries, government institutions (national and sub-national) and other professionals;
- Curate/develop training content with help of internal and external resources and launch high impact training and certification programs;
- Grow and expand AEEE's current suite of training offerings;

Academic qualifications and experience required for the role

<p>Required Educational Qualification & Relevant Experience</p>	<ul style="list-style-type: none"> • 15-20 years of overall experience in similar positions managing stakeholder relationships, marketing strategies, and membership acquisition and services preferably in energy efficiency or related segments at reputed organizations or private sector companies • Post graduate in business (MBA) or non-profit administration, public policy, marketing or any other related field • Relationship-focused leader with proven ability to build creative, collaborative teams; develop people; and link performance to overall business objectives
<p>Additional Requirements (preferred)</p>	<ul style="list-style-type: none"> • Prior management experience with the non-profit organization, development sector organization, bi-lateral project or multilateral organization • Prior leadership experience in a related field

Skill-set Required	<ul style="list-style-type: none">• Proven fund-raising skills in the development or non-profit segment• Familiarity with the latest trends and technologies savviness in using social media to grow and create a positive impact for the organization• Outstanding communication (articulation and synthesis) and interpersonal skills coupled• Very strong project/programme management and organisational skills• Ability to liaise with government officials, public and private sector entities, multilateral/ bilateral development agencies, NGOs, grant-making foundations, civil society, <i>etc.</i>• Highly motivated, self-driven and quality-conscious individual with excellent analytical and problem-solving skills• An enterprising and creative attitude with excellent networking and negotiation skills• Ability to prioritize work and perform/deliver under tight timelines• Financial-management skills and proficiency
How to Apply	
Interested candidates are requested to send their Cover Letter and CV to jobs@aeee.in	
The position would be open till the time the position is filled.	