

Role Profile: Manager - Marketing, Communication and PR

Purpose of the role

A core part of the team, the role holder develops and implements activity and initiatives to raise awareness, visibility and understanding of AEEE programs and initiatives in public and private sector. The primary focus of this role would be to execute campaigns assisted by outsourcing partners to promote AEEE's brand messaging, programs, solution offerings and thought leadership initiatives. The individual would be responsible for managing the overall public relation activities with all the external media agencies/networks.

Details of the role

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| Designation | Manager | Function (Job function) | Marketing, Membership & Training |
| Grade and Level | Mid-Senior Level | Job Family (Specific sub-function) | Marketing, Communication and PR |
| Location (City name) | New Delhi, India | Employment Type | Full-Time |

Responsibilities:

➤ Strategic Communications:

- ✚ Develop effective communication policies and media relations programs, including strategy, budget, and goals for brand promotional activities
- ✚ Work with and advise senior leadership on participation in appropriate forums and support in developing the content to deliver key communications and engagement goals
- ✚ Work with project/research teams to identify requirements on collaterals, report and other infographics
- ✚ Coordinate with outsourced agencies on designing collaterals, key visuals and report layouts basis the understanding of the program areas and project requirements
- ✚ Oversee the development and analytics of the organization's website (www.aeee.in)

➤ Marketing Strategy:

- ✚ Raise visibility of AEEE brand by participating in external forums, industry networking activities for the multiple program areas - Urban Infrastructure and Utilities, Buildings, Systems and Technologies, EE Finance and ESCO and Business and Industry platform
- ✚ Experiment, scout and implement new digital marketing channels, tools, best practices to consistently improve ROIs and reduce cost of member/ customer acquisition
- ✚ Oversee the organic and direct traffic:
 - Constantly involved in Search Engine Optimization
 - Innovative ways to drive more organic and direct traffic
 - Create potential "viral" content
- ✚ Work closely with the project teams and execute campaigns to meet program objectives- monitor impact of each campaign on key audience metrics and report to stakeholders, on a regular basis

- ✚ Analyze data and market insights and follow trends to create campaigns to drive business
 - ✚ Organize events including press conferences, exhibitions, open days and press tours to spread AEEE core messages and build AEEE's brand as thought leaders in the industry
- **Strengthen AEEE's credibility and positioning:**
- ✚ Drive advertising, public relation and media initiatives in line with the marketing strategy for AEEE
 - ✚ Develop and manage collaboratively, AEEE's ESCONET outreach for various ESCO and Energy Efficiency themes; develop and prepare content from internal and external sources; conduct interviews or source articles from Energy Efficiency experts, policy makers, industry leaders and other key stakeholders
 - ✚ Constantly network with national and local media to identify press opportunities for on-going initiatives, news efforts
 - ✚ Create press release content and arrange press meets when required

Academic qualifications and experience required for the role

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| Required Educational Qualification & Relevant Experience | <ul style="list-style-type: none"> ✚ 8-10 years of experience in marketing, communications and/or public relations within a public relations agency, energy sector company, or an industry-focused non-profit organization ✚ Post graduate in communication, journalism or related discipline ✚ Hands-on experience in setting up, implementing and running targeted marketing programs and campaigns |
| Additional Requirements (preferred) | <ul style="list-style-type: none"> ✚ Knack for using creative methods to navigate the current media landscape on a local and national level. ✚ Experience providing communications support and counsel to C-level executives ✚ Expertise in Search Engine Optimization |
| Skill-set Required | <ul style="list-style-type: none"> ✚ Ability to build and develop strong relationships along with existing strong network in the media industry ✚ Ability to customize and promote messaging across multiple social platforms ✚ Must be a great team player who is willing to support cross functional teams as well ✚ Ability to work on multiple projects simultaneously ✚ Must be a confident communicator and presenter ✚ Strong writing skills with a proven track record of writing in different platforms for a multitude of audiences ✚ Ability to work well under pressure and adapt quickly to change |

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.