

Role Profile

Consultant Communications, PR & Marketing (full time)

About Alliance for an Energy Efficient Economy:

Alliance for an Energy Efficient Economy (AEEE) is a policy advocacy and energy efficiency market enabler with a not-for-profit motive. AEEE advocates energy efficiency as a resource and collaborates with industry and government to transform the market for energy-efficient products and services, thereby contributing towards meeting India’s goals on energy security, clean energy and climate change. AEEE collaborates with diverse stakeholders such as policymakers, government officials, business and industry, consumers, researchers, and civil society organizations.

Purpose of the role:

Are you a great networker? Can you tell compelling stories and navigate through complex technical data with simplicity? Do you stay up-to-date with internal and external engagement tools, technology, and trends? Are you a master at knitting together messaging, so that it relates back to company purpose, strategy, and goals? Are you a brand and reputation management ninja? Are Climate Action and Energy, sectors that you seek out?

If yes, Alliance for an Energy Efficient Economy is just the place you should be! We are looking for a creative, inclusive, and conscientious Communications Consultant with excellent PR and Digital Media skills with working knowledge of Marketing to join our Communications Team.

The Consultant will work out of our New Delhi office and will have both internal and external communications, Digital Media, PR, branding and marketing responsibilities. The candidate must have outstanding content development skills, be a team-player and have an eye for editorial details. One of the key responsibilities of this important team member will be to create and edit content for AEEE’s social media, blogs, op-eds and print collaterals in addition to helping draft internal communication collaterals and content for the AEEE website. The candidate will be required to have a good understanding of branding, PR network across India and ability to launch, monitor and execute crucial marketing campaigns under the direct supervision of the Communications, PR, & Marketing Manager.

Role Positioning:

Designation(s)	Consultant Communications, PR & Marketing
Function (Job function)	Content Development, Digital Media engagement, Media relations, marketing, internal & external communications, branding, PR
Grade and Level	Professional

Job Family (sub-function)	Communications
Location (City name)	New Delhi, India
Employment type	Full-Time

Responsibilities:

Editorial & communications:

- Provide writing, editing and copy-editing support to leadership and programs with production of compelling written and visual communications.
- Assist the Communications Manager to serve as liaison between AEEE India communications and program staff to develop program-related communications and promote project amplification milestones.
- Edit AEEE newsletter and project newsletters, two pagers, 4 pagers and other collaterals
- Support drafting, quality control, standardization and timely dissemination of AEEE collaterals

Website Content Management

- Keep the AEEE website and microsites updated
- Draft and perform quality control checks on all new and revised content
- Check for length, language, flow, spelling and grammar and collate content as required
- Cross-promote content, templates and design on digital media
- Contribute to web projects such as site launches, site redesigns, site retirements, user experience improvements, content planning and migration, map and interactive content development, etc.
- Manage photo selection, such as cropping, resizing, and compressing
- Work with technical team to curate keywords for SEO and SEM optimization

Social Media

- Draft daily content and curate in Hindi and English for, AEEE's social media accounts especially Twitter and LinkedIn in consultation with Comms manager & technical team including #DYK, polls, picture posts, blogs, videos etc.
- Curate social media analytics on a weekly basis to help launch organic and paid campaigns per analytic mapping using Crowd Tangle or Hootsuite.
- Spot social media trends relevant to AEEE's work in energy efficiency, both global and India trends to align for curated news article sharing posts, developments, member, business and policy efforts
- Draft social media toolkits with standardized keywords, hashtag, mentions on a daily basis for sustained engagement.
- Execute team's digital marketing and content amplification strategy
- Run campaigns and tests to look for optimization opportunities across audiences
- Develop an understanding of customer behavior & use it to drive ad-efficiency across the funnel.

Event Communications

- Communications materials and collaterals related to small and large-scale events, including branding, website, messaging, talking points, PowerPoint slides, and print materials.
- Press Release, article, blog and op-ed draft and dissemination.
- Ensure that all AEEE events follow brand guidelines, working closely with project teams and external vendors for the same.

Academic qualifications and experience:

Required Educational Qualification & Relevant experience

- Graduation degree in fields such as communications, marketing, business, social or environmental studies, or English language or literature.
- Minimum 3-5 years of full-time experience.
- Ability to brainstorm creative growth strategies for digital and social media outreach, as well as an understanding of other web best practices and standards.
- Proven ability to work effectively in a fast-paced office environment, both independently and as part of a global team.
- Ability to build and maintain productive relationships with a diverse group of internal clients.
- Enthusiasm, flexibility, technical curiosity, and willingness to learn.
- Should hold respect, integrity, synergy and excellence the AEEE value system as central to all efforts.

Skillset Expectations

- Excellent writing skills in English and at least 1 Indian language preferably Hindi.
- Basic knowledge of design software such as InDesign, Illustrator and Photoshop
- Understanding of how websites are built and basic troubleshooting.
- SEO, SEM
- Good knowledge of brand positioning and marketing using MailChimp, Zohoetc
- Digital Media content generation, schedulers and tools of amplification

Working at Alliance for an Energy Efficient Economy:

Reporting Matrix

Reports to Communication and PR Manager

What AEEE Offers You

This is an exciting time to join AEEE to advocate for data driven and evidence-based energy efficiency policies that will unleash innovation and entrepreneurship within the country to create an energy-efficient economy. We hold **Respect** for all, **Integrity** at all times, **Synergy** within AEEE and **Excellence** at work (**RISE**) as our core values and central to building a culture that is unique to us. We provide a dynamic and progressive environment with opportunities to grow both professionally and personally while contributing to the country's progress. We offer a friendly and youthful team environment with the opportunity to work on highly successful and dynamic portfolio of programs where your performance and contributions to the growth of AEEE is the ticket to your professional excellence. We have a strong commitment to our people and strive to live by our values as we listen, learn and provide equal opportunities to young and experienced staffers, both technical, support function, and individual contributors.

How to Apply:

If you believe you meet the criteria listed above and would like to be part of the dynamic AEEE team, we would love to hear from you. Interested candidates are requested to send their Cover Letter and CV (no more than two pages and addressing how your experience fit the criteria) with the subject line **Consultant Communications, PR & Marketing** to **jobs@aeee.in**