Role Profile: Director – Marketing and Membership

About Alliance for an Energy Efficient Economy:

Alliance for an Energy Efficient Economy (AEEE) is a non-profit policy advocacy and energy efficiency market enabler. It advocates for evidence-based energy efficiency policies and research working across industry, government and civil society to foster a culture of energy efficiency in India. Through its collaborations with industry and government it transforms 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.

Focus Areas of AEEE

- Buildings and Communities
- Power Utility and Electric Mobility
- Industrial Energy Efficiency
- State and Local Actions
- Industry Platform and Business Creation

AEEE Initiative in the spotlight

- India Cooling Action Plan
- State Energy Efficiency Index
- Electric Mobility Initiative
- Solar Decathlon India
- Super-efficient Appliances
- Energise 2020

Details of the role

<table>
<thead>
<tr>
<th>Designation</th>
<th>Director -Marketing and Membership</th>
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<tbody>
<tr>
<td>Function (Job function)</td>
<td>Marketing &amp; Communication</td>
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<td>Reporting Matrix</td>
<td>Executive Director and President</td>
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<td>Job Family (Specific sub-function)</td>
<td>Marketing &amp; Communication</td>
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<tr>
<td>Location (City name)</td>
<td>New Delhi, India</td>
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<td>Employment type</td>
<td>Full-Time</td>
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Responsibilities:

1. Work to strategically position AEEE as a globally leading Climate Action centric organization leveraging its Industry membership and industry leading research.

2. Develop and implement a strategy to expand and nurture Industry membership of AEEE with an objective to bring industry’s thinking, trends and needs to help sharpen AEEE’s research work. Towards this, work closely with our program leads to enhance and amplify the impact of AEEE’s research and analysis and generate leads where AEEE research team can offer its services by creating value through policy or syndicated research.

3. Develop and implement fundraising strategy to generate revenues from philanthropic organizations within India and abroad, AEEE’s events, membership (recruitment and value-added services) and training activities to build AEEE corpus and support core staff and programs.

4. Lead the marketing department by building a high-performance team, developing and implementing marketing strategy, an annual marketing plan, its budget, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness and positioning for AEEE in close partnership with all vertical teams besides our key stakeholders - donors/funders, government, members, research/consulting/non-profit organizations/citizens.
5. Develop and implement communication strategy and organizational communications for both internal and external stakeholders.

6. Ideating, curating and executing AEEE conferences and workshops, member meets, CXO round tables, Breakfast or Hi-Tea with ministers and senior Government officials and other major events ensuring excellent content, generating revenues to cover AEEE core expenses, positioning them for aspirational participation and organizing them efficiently and successfully.

MARKETING AND COMMUNICATION

1. Evaluating and developing AEEE’s marketing and communication strategy and execution plan; develop marketing collateral listing AEEE unique value propositions, expertise and accomplishments as needed.

2. Lead and coordinate marketing/communication strategy and campaigns; must have experience managing communication campaigns including PR and digital marketing on social media platforms to build brand awareness and positioning of AEEE; Ensure successful execution of digital social media (Twitter and LinkedIn) strategy including content development and themed campaigns in partnership with the research teams, and development of a framework to evaluate quantity and quality of engagement with targeted users.

3. Organizing AEEE’s conferences, trade shows, and major events and actively fundraising through sponsorship, exhibition and other revenue generating initiatives.

4. Support the research team in fundraising for the organization by mapping the core expertise of AEEE, while mapping interest areas for foundations, donors, government orgs (central and state) and bi- and multi-lateral organizations.

5. In collaboration with the IT and database team, develop a membership customer journey strategy using the most appropriate tool; Be the internal champion for the CRM database, maintaining an overarching understanding of how the database is used throughout the organization and regularly interrogate and analyze the database to support the recruitment and retention activities of members, help direct our training programs to the right audience and improve overall communication campaign effectiveness.

MEMBERSHIP

1. Evaluating and developing AEEE’s membership recruitment and serving plan; research and acquire opportunities to promote membership via partnerships or third-party affiliates. Act as the primary contact for members beyond the day-to-day administration of the scheme as carried out by the Membership Coordinator.

2. Review the current membership offering including pricing and benefits based on feedback from potential and current members and fee/pricing structure at similar industry associations.

3. Lead on the planning and delivery of members’ events and develop a regular calendar of activities for members through an AEEE annual calendar for members.

4. Develop membership retention strategies and targets and manage the delivery of campaigns designed to retain existing members.

5. Work with the Finance team, innovate on invoicing and payment processes to create a smooth and painless process to facilitate member recruitment and retention.

6. Be accountable to the Executive Director for the Membership budget and spend, reporting and forecasting on a quarterly basis. Synthesize membership data into comprehensive reports that can be delivered at senior management and presented at Executive Council level.

7. Ensure that the membership offering is clearly presented through the AEEE’s digital channels (Website, Twitter, LinkedIn, YouTube, etc.) onsite for visitors, and across the AEEE’s wider programmatic activities, events, etc. ensure that benefits delivery is carried out across all departments to improve membership satisfaction;

8. Exercise quality control on all membership communications, advertising and literature to ensure they comply with AEEE marking and branding guidelines.

TRAINING

1. Researching, evaluating and developing AEEE’s training and awareness creation strategy by planning and implementing a comprehensive training program for AEEE.
2. Identify & assess training needs for energy efficiency professionals by interacting with internal and external stakeholders, member companies, training organizations and government agencies.

3. Be accountable to the Executive Director for the Training and Awareness Creation budget and spend, reporting and forecasting on a quarterly basis.

4. Prepare awareness creation and training calendar for pre-identified yearly

### Academic qualifications and experience required for the role

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<td>• MBA or an advanced marketing degree with an undergraduate degree in engineering, architecture, public policy, social sciences or equivalent from a reputed university.</td>
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<td>• Preferred blend of industry and membership led organization experience or working in NGO in a value based marketing role with well-established network and credibility in industry, government, philanthropy and climate change sector</td>
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### What AEEE Offers You

- This an exciting time to join a growing AEEE team at our LEED Platinum certified office in New Delhi.
- AEEE advocates 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 have a start-up mindset and offer a friendly 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, and to technical, support function, and individual contributors

### How to Apply

If 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 would satisfy the requirements listed in the job description) with the subject line Director - Marketing and Membership to jobs@aeee.in