Role Profile: Manager - Marketing, Communication & PR

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. We believe that our work speaks for itself and we hold Respect, Integrity and Synergy as central to our efforts.

Purpose of the role

The Manager - Marketing, Communication and PR shall be responsible for developing and implementing activities and initiatives to enhance the visibility of the organization. The post-holder shall be accountable for strategizing, leading and executing campaigns assisted by outsourcing partners, to promote AEEE’s brand messaging, programs, solution offerings and thought leadership initiatives. The Manager - Marketing, Communication and PR shall also be responsible for managing public relation activities being executed with the support of external media agencies/ networks with a skeletal team in house team.

Details of the role

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<thead>
<tr>
<th>Designation</th>
<th>Manager – Marketing, Communications &amp; PR</th>
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<tbody>
<tr>
<td>Function (Job function)</td>
<td>Strategy, Media, Digital Media, Branding, Copy editing, Writing, Public Relation</td>
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<td>Reporting Matrix</td>
<td>Director - Marketing &amp; Membership</td>
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<td>Job Family (Specific sub-function)</td>
<td>Communications &amp; PR</td>
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<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:

**Strategic Communications:**

1. Draft talking points, op-eds, blogs, editorials and Newsletters and cables for all verticals and thematic groups as well as the Chairman & Executive Director AEEE
2. Develop effective communication policies and media relations programs, including strategy, budgets and goals, for brand promotional activities with skeletal internal team
3. Work with and advise senior leadership on participation in appropriate forums and support the development of content for delivering key communications and engagement goals
4. Work with project/ research teams to identify requirements on collaterals, reports, webinar, newsletters, digital engagement and media engagement
5. Coordinate with in-house designer and outsourced agencies for messaging and design of collaterals, key visuals and report layouts in different program areas, in alignment with project priorities
6. Oversee the maintenance and analytics of the organization’s website
7. Guide & supervise the communications team & external project-based consultants

**Marketing:**

1. Raise visibility of the AEEE brand by participating in external forums and industry networking activities in multiple program areas viz. Buildings & Communities, Public Utility & Electric Mobility, and Utilities, State & Local Action, Buildings, Industrial Energy Efficiency and Industry Platform & Business Creation
2. Experiment, scout and implement new digital marketing channels, tools and best practices to consistently improve Return on Investment and reduce the cost of member/customer acquisition
3. Promote organic and direct traffic by constant engagement with Search Engine Optimization
4. Work closely with project teams to execute campaigns for meeting program objectives, closely monitoring the impact of each campaign on key audience metrics, reporting on the same to concerned stakeholders, on a regular basis
5. Analyze data and market insights and follow trends to create campaigns for driving business and build a culture of energy efficiency
6. Organize press interactions

**Strengthen AEEE’s Credibility and Positioning:**
1. Draft and lead organization’s strategic presentations for Annual General Meeting, membership and pitch documents
2. Drive brand positioning and collaborations, public relations and media as well as digital media initiatives in line with the marketing strategy for AEEE
3. Develop and manage collaboratively, AEEE’s local, national and global outreach for various Energy Efficiency themes;
4. Develop and prepare content from internal and external sources and archived content
5. Conduct interviews and behavioral research or source articles from Energy Efficiency experts, policy makers, industry leaders and other key stakeholders for organizational endorsements
6. Constantly network with national and local media to identify press opportunities for on-going initiatives and news efforts

**Academic qualifications and experience required for the role**

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<th>Required Educational Qualification &amp; Relevant Experience</th>
<th>Qualification:</th>
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<td>Applicants must be post-graduates in Communication, Journalism, or a related discipline.</td>
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<td><strong>Experience:</strong></td>
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<td>1. Minimum 10-12 years of experience in marketing, communications and/or public relations, with a public relations agency, energy sector company, or industry-focused, non-profit organization</td>
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<td>2. Hands-on experience in setting up, implementing and running targeted marketing programs and campaigns</td>
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<td>3. Readiness in using creative methods to navigate the current media landscape on a local and national level</td>
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<td>4. Prior experience in providing communications support and counsel to “C-level executives”</td>
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<td>5. Expertise in Search Engine Optimization</td>
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**Skills and Competencies:**
1. Ability to build and develop strong relationships, apart from possessing a strong network of connections within the media industry
2. Ability to customize and promote messaging across multiple social platforms
3. Must be a great team player who is willing to support cross-functional teams as well
4. Ability to work on multiple projects simultaneously
5. Must be a confident communicator and presenter
6. Strong writing skills with a proven track record of writing in different platforms for a multitude of audiences
7. Ability to work well under pressure and adapt quickly to change
• 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 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 Manager - Marketing, Communications & PR to jobs@aeee.in