

Terms of Reference

Communications Associate

Organisational Details

The Council on Energy, Environment and Water (<http://ceew.in/>) is one of South Asia's leading not-for-profit policy research institutions. CEEW uses data, integrated analysis, and outreach to explain – and change – the use, reuse, and misuse of resources. It prides itself on the independence of its high quality research, develops partnerships with public and private institutions, and engages with wider public.

In 2017, CEEW has once again been featured extensively across nine categories in the '2016 Global Go To Think Tank Index Report', including being ranked as South Asia's top think tank (14th globally) with an annual operating budget of less than US\$5 Million for the fourth year running. In 2016, CEEW was also ranked 2nd in India, 4th outside Europe and North America, and 20th globally out of 240 think tanks as per the ICCG Climate Think Tank's standardised rankings. In 2013 and 2014, CEEW was rated as India's top climate change think-tank as per the ICCG standardised rankings.

CEEW is a multidisciplinary organisation, with an international outlook and a strong culture of collaboration and leadership by initiative. Its focus areas include: energy access; renewable energy; low-carbon pathways; greenhouse gases and monitoring, reporting and verification; risks and adaptation; and technology and trade.

Designation offered: Communications Associate

Location: New Delhi, India

Reporting to: Communications Specialist

Purpose: CEEW seeks to hire a Communications Associate (01 position) who will assist the Communications Specialist in developing a wide range of communication material. The Communications Associate will also be expected to take the lead in developing a few strategic communication initiatives for CEEW. In addition to the duties and responsibilities outlined below, the Communications Associate should be prepared, as and when necessary, to take on additional responsibilities.

Job Duties and Accountabilities

- Assist the Communications Specialist to manage all CEEW communication-led interventions in a strategic manner to ensure a seamless flow of information consistent with the institution's image and personalised to suit the recipients' profiles Support the Communications Specialist in producing a variety of communication material including factsheets, infographics, brochures, CEEW's Annual Report, etc. Support the Communications Specialist in redeveloping and managing the CEEW website, and take the lead in regularly updating the website with relevant content in various formats
- Manage and write content for internal communications and digital-online platforms, such as news updates, press releases, key messages, blog posts, bios, etc.
- Manage social networking platforms such Twitter, LinkedIn, Facebook, etc. to engage with stakeholders and general public to generate greater awareness about CEEW's research and programmes
- Design and prepare a monthly newsletter for CEEW with inputs from the Communications Specialist
- Support the Events Coordinator and Communications Specialist to communicate information related to workshops, roundtables, conferences and other events
- Maintain and enhance the CEEW database of journalists and other key influencers within and outside India to target messages about CEEW's activities and research
- Maintain and update CEEW's contacts database
- Maintain a record of the media coverage by CEEW on a monthly basis Coordinate with various vendors including the designers, printers, web agencies, editors, proofreaders and others to ensure timely and high quality communication outputs
- Brainstorm new and innovative ways to communicate regarding CEEW's research and events
- Assist with CEEW's multimedia outreach strategy (including short films, documentaries)
- Assist research teams with adherence to publication guidelines Maintain database of CEEW publications
- Assist with trainings on communications skills
- Support the CEEW Brain Trust and The Council
- Ensuring adherence to CEEW branding guidelines
- Knowledge of foreign languages or local Indian languages desirable

Selection Criteria

- 2-5 years of work experience in a communications role in a development sector organisation or as a journalist
- Bachelor's degree in Business Communications, Public Relations, Journalism, Business or Social Sciences
- Excellent vendor management skills, with significant experience of coordinating with printers and designers
- Basic graphic designing skills with an ability to edit photographs and images for newsletters and websites

- Good working knowledge of content management system of websites and online tools such as Mailchimp for creation of emailers and newsletters
- Excellent written and verbal communication skills. Must have a proven track record of good writing
- Strong networking and inter-personal skills
- Knowledge of digital branding and social media marketing
- Ability to work in an interdisciplinary and multicultural environment
- Ability to adapt to new environment and deliver under tight deadlines in a professional environment

Compensation

Competitive compensation – commensurate to the experience, and matching the best of standards adopted by industry or other similar organisations for similar roles

CEEW is an equal opportunities employer and female candidates are encouraged to apply. Applications will be reviewed on a rolling basis. Only shortlisted candidates will be notified.

Interested candidates are requested to send their applications to jobs@ceew.in with 'Application for Communications Associate' as the subject line.