

## **Terms of Reference**

### **Communications Specialist**

#### **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 Specialist

**Location:** New Delhi, India

**Reporting to:** CEO, CEEW

**Purpose:** CEEW seeks to hire a Communications Specialist, a role that will be crucial to showcase the vast range of research that CEEW undertakes to wide constituency, comprising government, industry, civil society & public at large. The Communications Specialist will be responsible for moderating internal and external communications. The Communications Specialist will have to work to maintain and promote a positive image on behalf of the organisation. Crucially, in addition to the duties and responsibilities outlined below, the Communications Specialist should be prepared, as and when necessary, to take on additional responsibilities and respond to events and developments that cannot be anticipated easily.

### **Job Duties and Accountabilities**

- Design, structure and lead implementation of a comprehensive and customised communication strategy for all relevant stakeholders in accordance with their profiles
- Ensuring strict adherence to CEEW branding guidelines
- Developing an annual communications strategy as part of CEEW's larger annual operating plan
- Writing news releases, statements, key messages, blog posts, external communications, brochures, media kits, bios, etc.
- Developing strategies to nurture deep relationships with the print and electronic media within and outside India.
- Supervising and mentoring the Communications Associate
- Recommending, implementing and maintaining website design, website content and operation, in coordination with a website management firm
- Designing a social media strategy to grow CEEW's presence and engagement on various platforms including Facebook, Twitter, LinkedIn, etc.
- Coordinating with various vendors including designers, printers, editors, proofreaders, copyeditors, etc.
- Designing and enforcing CEEW publication guidelines
- Managing CEEW's Annual Report and production of regular newsletters
- Working closely with the research team to showcase CEEW work through new and innovative means, including but not limited to, emerging social media platforms, web lectures, webinars, live streaming, street plays, music, short films, documentaries, infographics, etc.
- Working closely with the Events Coordinator to organise and publicise conferences, workshops, roundtables, public discussions, and media briefings
- Organising internal capacity building sessions on oral and written communication
- Supporting the Events Coordinator and Communications Associate in maintaining the CEEW contacts database
- Supporting the CEO and other senior researchers to respond to inquiries from print, electronic and digital media. Also assisting researchers publish op-eds in mainstream media.
- Supporting the CEEW Brain Trust, The Council and Women in Sustainability
- Significant public interfacing on behalf of CEEW

### **Selection Criteria**

#### ***Expected Qualification***

- Preferably Master's or higher degree in Business Communications, Public Relations, Journalism or Business.

#### ***Business experience***

- Minimum 5 to 7 years of experience in Corporate Communications, Public Relations, Business Communications or Journalism. Experience in communications and outreach (preferably in the public policy sector or development sector)
- Strong networking capabilities

- Exceptional verbal, presentation and business/science writing skills and demonstrated ability to calibrate communications to resonate with internal and external target audiences
- Demonstrated interpersonal and communication skills suitable for collaborating with multiple stakeholders
- Photography, videography and editing skills desirable
- Creative thinker with demonstrated success in implementing out-of-the-box ideas
- Experience in all aspects of communications - from strategy to design and production, event management and brand management
- Demonstrated abilities to manage multiple priorities, projects and internal/external resources in a fast-paced environment, while meeting deadlines and budget requirements.
- Demonstrated knowledge and experience with traditional, digital and emerging communications platforms. Social media experience essential

#### ***Other skills***

- Possesses problem solving skills - able to deal with ambiguity and uncertainties
- Proficiency in Microsoft Office applications
- Strong strategic thinker - individual possesses a sense of mission and can portray an image of the desired end state that inspires action
- Ability to see the big picture and understand how to translate it into action and results.
- Ability and willingness to work in a dynamic and fluid environment
- Strong drive and initiative, a self-starter
- Strong willingness to learn and have an open, inquiring mind
- Skills in managing new technologies and media platforms
- Willingness to show initiative in order to handle unforeseen problems
- Superior analytical abilities, effective oral and written communication skills

#### **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](mailto:jobs@ceew.in) with 'Application for Communications Specialist' as the subject line.