

Terms of Reference
Council on Energy, Environment and Water (CEEW), New Delhi

Communications Associate

COUNCIL ON ENERGY, ENVIRONMENT AND WATER

The Council on Energy, Environment and Water (<http://ceew.in/>) is an independent, not-for-profit policy research institution. CEEW addresses pressing global challenges through an integrated and internationally focused approach. It does so through high quality research, partnerships with public and private institutions, and engagement with and outreach to the wider public.

CEEW was ranked in 2015 the best in South Asia in two categories three years running (Global Go To Think Tank Index); among the top 100 out of 6846 think-tanks in nine categories. This included CEEW being featured on a prestigious list of ‘Best Managed Think Tanks’ and ‘Best Independent Think Tanks’. CEEW has also been rated as India’s top climate change think-tank in 2012 and 2013 as per the ICCG Climate Think Tank’s standardised rankings.

In five years of operations, CEEW has engaged in more than 100 research projects, published 51 peer-reviewed policy reports and papers, advised governments around the world over 140 times, engaged with industry to encourage investments in clean technologies and improve efficiency in resource use, promoted bilateral and multilateral initiatives between governments on more than 40 occasions, helped state governments with water and irrigation reforms, and organised more than 110 seminars and conferences.

CEEW’s major completed projects: 584-page National Water Resources Framework Study for India’s 12th Five Year Plan; India’s first report on global governance, submitted to the National Security Adviser; foreign policy implications for resource security; India’s power sector reforms; first independent assessment of India’s solar mission; India’s green industrial policy; resource nexus, and strategic industries and technologies for India’s National Security Advisory Board; \$125 million India-U.S. Joint Clean Energy R&D Centers; business case for phasing down HFCs; geoengineering governance (with UK’s Royal Society and the IPCC); decentralised energy in India; energy storage technologies; Maharashtra-Guangdong partnership on sustainability; clean energy subsidies (for the Rio+20 Summit); reports on climate finance; financial instruments for energy access for the World Bank; irrigation reform for Bihar; multi-stakeholder initiative for urban water management; Swachh Bharat; environmental clearances; modelling HFC emissions; nuclear power and low-carbon pathways; electric rail transport; energy access surveys; collective action for water security; assessing climate risk; assessing India’s adaptation gap; and advising and contributing to climate negotiations (COP-21) in Paris.

CEEW's **current projects include:** the Clean Energy Access Network (CLEAN) of hundreds of decentralised clean energy firms; the Indian Alliance on Health and Pollution; low-carbon rural development; modelling long-term energy scenarios; modelling energy-water nexus; coal power technology upgradation; India's 2030 renewable energy roadmap; energy subsidies reform; supporting India's National Water Mission; business case for energy efficiency and emissions reductions; monitoring air quality.

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Designation offered: Communications Associate

Job Location: New Delhi, India

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, thematic 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, talking points, 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 with projects for CEEW's outreach with public at large (street plays, music)
- 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

- 0 to 4 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 written and verbal communication skills. Must have a proven track record of good writing
- Knowledge of digital branding and social media marketing is essential
- Proficiency in Microsoft Office applications
- Strong networking and inter-personal skills
- Creative thinker with demonstrated success in implementing out-of-the-box ideas
- Willingness to learn, grow and develop at personal and professional front, at a rapid pace with a steep learning curve
- Ability to work in an interdisciplinary and multicultural environment
- Ability to adapt to new environment and deliver under tight deadlines in a professional environment

CEEW operates in a dynamic environment and the Associate will be required to show flexibility in undertaking a variety of tasks. CEEW is an equal opportunities employer and female candidates are encouraged to apply.