

ROLE PROFILE

Content Manager

ALLIANCE FOR AN ENERGY EFFICIENT ECONOMY

Alliance for an Energy Efficient Economy (AEEE) supports policy implementation and enables the energy efficiency market with a not-for-profit motive. AEEE promotes energy efficiency as a resource and collaborates with industry and government to transform the market for energy-efficient products and services, thereby contributing toward meeting India's goals on energy security, clean energy, and climate change. AEEE collaborates with diverse stakeholders such as policymakers, government officials, businesses and industries, consumers, researchers, and civil society organizations. We encourage you to check out some of our flagship initiatives, such as the [India Cooling Action Plan](#), [Solar Decathlon India](#), [State Energy efficiency Index](#), and [our publications](#).

ABOUT THE ROLE

The Manager – Content shall be accountable for high-quality written external & internal communication. He / She shall be responsible for developing, synthesising, and owning the content repository for AEEE and shall be accountable for creating content in various form(s) -- Supporting the Senior Leadership for articles, OpEds, speeches, talking points, interview content; writing of non-technical Proposals, Blogs, Reports, etc. He / She will also act as a resource/bridge between AEEE technical/research and communication teams.

DETAILS OF THE ROLE

Designation	Senior Manager / Manager – Content
Function (Job function)	Content Writing, Digital Media, Copy-editing, Storytelling
Reporting Matrix	Director – Marketing
Job Family (Specific sub-function)	Communications & PR
Location (City name)	New Delhi, India
Employment type	Full-Time

RESPONSIBILITIES

Mandatory: The role demands very high-quality written communication skills. Quality of content will be key - relevant and in line with AEEE's work. Excellent synthesising skills from multiple sources - both tech and non-tech, from reports for external communication (various formats). Awareness of and creating narratives in line with leading global organisations is a must. An understanding of the energy transition challenges in India and their impact on vulnerable sections of society will be desirable.

Content Management:

- Conducting in-depth research on industry-related topics in order to develop original content
- Draft talking points, op-eds, blogs, editorials, and Newsletters for research verticals and thematic groups, as well as the Chairman & Executive Director AEEE
- Work with and advise senior leadership on participation in appropriate forums and support the development of content for delivering critical communications and engagement goals
- Contributing to the development of social media activities and campaigns across multiple channels
- Assist in improving content and design of the web content of the teams on the AEEE website and ensure regular updates
- Assist the teams in bringing out technical reports and communications material on a regular basis, including supervising the development of this content.
- Handling an apt mix of different forms like Technical Content Writing/Proposal Writing/Video Scripts
- Developing content for marketing collaterals, podcasts, etc.
- Proofreading content for errors and inconsistencies
- Editing and polishing existing content to improve readability.
- Work with designers to create collaterals that enhance our messaging
- Help maintain the AEEE content repository and data bank
- Work closely with communications 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

Strengthen AEEE's Credibility and Positioning:

- Draft and lead the organisation's strategic presentations for the Annual General Meeting, memberships, and pitch documents
- Develop and prepare content from internal and external sources and archived content

Qualification:

- Applicants must be post-graduate in Communication, Journalism, or a related discipline.

Experience:

- 8+ years of experience in technical writing, content management, and copy-writing, with a public relations agency, energy sector company, or industry-focused, non-profit organisation
- Strong written communication with an existing body of work (articles, op-eds, or blogs). Knowledge of energy efficiency and the



energy domain (demand side) will be an added advantage.

- Relevant prior experience in a content writer/manager role in the social sector preferred

Skills and Competencies:

- Very strong in written communication with a proven track record of writing for different platforms for a multitude of audiences
- Well-read & informed about the climate & energy sector (not necessary on the technical side). Should be able to synthesize internal & external reports into AEEE's narrative, social media outreach, and leadership communication
- Critical thinking and ability to ask the right questions
- Leading by example to take responsibility for the team and display an exemplary collaborative and "get it done" attitude by following the values of AEEE
- Prior experience in providing communications support and counsel to "C-level executives"
- Ability to work well under pressure and adapt quickly to change and organizational objectives
- Team player who effectively integrates, motivates and builds relationships with cross-functional team members (local or remote), sponsors, key stakeholders, executives, and other individuals or organizations involved with or affected by the project.
- Good project management skills with an ability to multitask and manage competing deadlines
- A strong background in climate issues and an understanding of the Indian energy efficiency landscape desirable
- Ability to work on multiple projects simultaneously
- Must be a confident communicator and presenter

WHAT AEEE OFFERS YOU

- This is an exciting time to join a growing AEEE team at our LEED Platinum-certified office in New Delhi.
- We advocate 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 unique culture.
- We provide a dynamic and progressive environment with opportunities to grow professionally and personally while contributing to the country's progress.



- At AEEE, you will work with, learn from, and grow alongside a high-performing and diverse team in which everyone is committed to developing themselves and others.
- 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 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 [apply here](#).

