

JOB DESCRIPTION

Manager, Content

ALLIANCE FOR AN ENERGY EFFICIENT ECONOMY

The 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.

“Your Career. India’s Energy and Decarbonisation Future.”

At AEEE, you don’t just build a career—you build a legacy, contributing to India’s energy transition and climate resilience. We are a movement for energy efficiency, proud to contribute to nation-building, climate resilience, and sustainable growth

PURPOSE OF THE ROLE

Alliance for an Energy Efficient Economy is seeking a dynamic and creative Manager – Content to join the Industry Engagement Team. The Manager – Content will be accountable for creating high-quality content across a variety of formats, including narratives, articles, talking points for the senior leadership team, Annual reports, newsletters, blogs, op-eds, reports, and social media posts, while acting as a key resource to drive program-related communications.

The role will focus on translating complex energy efficiency research and policy insights into clear, compelling, and accessible content for diverse audiences. The post-holder will act as a bridge between the AEEE technical/research teams and the communications team, ensuring consistent messaging, accuracy, and alignment of technical information with outreach strategies.

The individual is expected to conceptualise, write, edit, and review content that effectively communicates energy efficiency initiatives, achievements, and policy impacts. She/he will collaborate with internal and external stakeholders to strengthen engagement, amplify outreach, and support the adoption of energy efficiency policies through well-crafted, evidence-based communication strategies.

ROLE POSITIONING

Designation(s)	Manager – Content & PR
Function (Job function)	Communications
Reporting Matrix	Director- Marketing / Lead - Communication
Location (City name)	New Delhi, India
Employment type	Full-Time

RESPONSIBILITIES | KEY RESPONSIBILITIES AREAS:

1. Conducting in-depth research on industry-related topics and AEEE's research papers, to develop communicable content in different formats.
2. Lead AEEE's PR activities directly and through the PR agency
3. Existing connections and relationships with journalists and media houses are desirable
4. Contributing to the development of social media activities and campaigns.
5. Assist in the dynamic update and management of AEEE's website and associated microsites as needed.
6. Assist the research teams in bringing out reports and communications material regularly.
7. Develop narratives for high-impact communications with various stakeholders, such as industry, government, academia, funders, member companies, international agencies, etc.
8. Create narratives around the policy impact of the work AEEE teams are doing and how it aligns with AEEE's Mission & Vision
9. Handling an apt mix of all forms: Technical Abstracts / Proposals / Video Scripts / Op-eds and Blogs, etc.
10. Developing content for marketing collaterals, podcasts and thought leadership activities.
11. Act as a go-between for the AEEE technical/research and communication teams
12. Proofreading/copy-editing content for errors and inconsistencies.
13. Help maintain the AEEE content repository.

KEY PERFORMANCE INDICATORS

GENERAL

At AEEE, we think together, build together, and grow together, fostering collaboration across boundaries. You will work side-by-side with engineers, economists, architects, data scientists, and policy experts. We encourage experimentation and ideation to solve complex problems.

- Ability to effectively work in a team while being able to independently drive research with minimum assistance.
- Efficacy of written and oral communication.
- Ability to adapt and deliver under tight deadlines in a professional environment.
- Striving for rigour in research and quality in work output.
- Ability to carry out activities with a collaborative spirit with team



REQUIRED EDUCATIONAL QUALIFICATION & RELEVANT EXPERIENCE

- 8-10 years of experience in copywriting or content management, with a public relations agency, energy sector company, industry association or a non-profit research organisation
- Post-graduates in Communication, Journalism, or a related discipline.
- Relevant prior experience in a content/communications role in the social/sustainability sector will be desirable
- Experience hosting convenings, building strategy and mediating collaboration amongst multiple stakeholders, especially PR agencies and journalists
- Proficiency, excellence in written English, with a substantial body of work in portfolio
- Comfortable in using AI tools for enhancing impact, quality, and turnaround speed

SKILLSET EXPECTATIONS

- 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 organisations 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, policies, and ecosystem is desirable. Ability to link AEEE's work to larger climate action goals and create narratives for different stakeholders, especially funders, government ministries and agencies, publications, etc.
- Ability to build and develop strong relationships, apart from possessing a strong network of connections within the media industry.
- Ability to work on multiple projects simultaneously
- Must be a confident communicator and presenter
- Strong writing skills with a proven track record of writing in different platforms for a multitude of audiences is a must
- Ability to work well under pressure and adapt quickly to change.

WORKING AT
ALLIANCE FOR
AN ENERGY
EFFICIENT
ECONOMY

WHAT AEEE OFFERS YOU

This is an exciting time to join a growing AEEE team and join us 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 are confident that you meet the above criteria and are excited to be part of the dynamic team at AEEE, we would love to hear from you! To apply for this position, serious candidates are encouraged to complete the following assessment:

<https://app.testgorilla.com/s/z5du0w2c>

To learn more about AEEE and our work, please visit: www.aeee.in
Please note that only shortlisted candidates will be contacted. We sincerely appreciate your interest in joining us.

