

JOB DESCRIPTION

Executive – Graphics and DTP Designer

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

AEEE seeks a self-motivated, creative, and detail-oriented Graphics and DTP Designer to enhance and strengthen our brand identity and visual communications. The role involves conceptualising and producing high-quality graphics, layouts, and visual assets across print and digital platforms, developing standardised collateral templates, maintaining AEEE's website identity, and supporting organisation-wide communications.

The ideal candidate has strong design sensibilities, advanced proficiency in MS Office and Adobe Creative Suite, experience in producing high-quality design outputs, and the ability to translate complex information into accessible visual formats. The role also requires a problem-solving mindset, experience in the development sector or government ecosystem, and the ability to work under tight deadlines

ROLE POSITIONING

Designation(s)	Executive – Graphics & DTP Designers
Function (Job function)	Communication
Reporting Matrix	Lead - Communications
Location (City name)	New Delhi, India
Employment type	Full-Time

RESPONSIBILITIES

KEY RESPONSIBILITIES AREAS:

1. DTP Design and Publications Production

- Manage layout, formatting, and quality control of technical reports, publications, and presentations.

- b. Design and update infographics, brochures, maps, and other visual assets.
- c. Standardise templates and visual identity across internal and external collateral.
- d. Ensure accuracy, consistency, and adherence to AEEE's branding guidelines.
- e. Use MS Office (Word, PowerPoint, Excel), Adobe Creative Suite (Illustrator, Photoshop, InDesign), and relevant digital tools for design and formatting tasks.
- f. Support ad-hoc design, formatting, and print-production tasks as needed.

2. Graphics, Visual Communication and Branding

- a. Produce high-quality, on-brand graphics for digital and print channels (web, social media, events, email campaigns, newsletters, presentations).
- b. Develop creative assets, including templates, layouts, animations/short visuals, and visual standards for marketing and programmatic communication.
- c. Apply design best practices to ensure efficiency and consistency across deliverables.
- d. Translate complex data into clear, editable data visualisations and info-graphics.
- e. Conduct quality assurance on all outputs to maintain high creative standards.
- f. Present design concepts to teams and incorporate feedback effectively.
- g. Stay updated with design trends, digital platform guidelines, and cross-platform design standards.

3. Digital Design Management

- a. Manage and maintain AEEE's website and microsites, ensuring functional, aesthetic, and brand-consistent design.
- b. Support digital design optimisation for web, blogs, store/listing pages, and related platforms.
- c. Handle website updates, content uploads, basic HTML edits, and troubleshooting.
- d. Assist with website development tasks, including data migration, archiving, and structural improvements.
- e. Collaborate with program teams to ensure timely updates and content accuracy across online platforms.

4. Cross-Team Support (Events and Communication)

- a. Create dynamic templates and internal resources for team-wide use.
- b. Provide design support for events, conferences, webinars, trainings, and workshops (banners, backdrops, invites, deck



templates, etc.).

- c. Support the communication team in visual storytelling for programmatic updates and organisational reports.

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.

- 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

- Bachelor's degree in any discipline (design-related fields preferred).
- 5–8 years of proven experience in Graphics & DTP design, preferably in a consultancy firm, NGO, government agency, or diplomatic mission.
- Advanced proficiency in Microsoft Office (Word templates, PPT data visualisation, Excel formatting).
- Strong command of Adobe Creative Suite (Illustrator, Photoshop, InDesign).
- Working knowledge of WordPress, basic HTML, MailChimp, Canva, and digital design tools
- Understanding of professional printing, production processes, colour theory, typography, and layout.
- Strong communication skills and exceptional attention to detail.
- Ability to work independently and manage multiple deadlines.
Must be legally eligible to work in India.

SKILLSET EXPECTATIONS

Collateral Design, Data Visualisation, Publication Design, Social Media Graphics, GIF & Short Video Creation, Branding Systems, Brand Identity, Adobe Creative Suite, MS Office Expert, WordPress Management, SEO, Digital Marketing Assets, PowerPoint Visualisation, DTP Specialist, Colour Theory, Creative Storytelling, Template Design, Event Collaterals, Web Content Management.

WORKING AT ALLIANCE FOR AN ENERGY

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-



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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/gyx6sbmo>

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.

