

Assistant Director Awareness and Outreach

Job Description and Eligibility Criteria

Position Name: Assistant Director Awareness and Outreach
Directorate: Planning, Policy, Innovation, Program & Research

Position Grade: NPG-5
Location: Islamabad

Key Responsibilities

- To support Director awareness and outreach in undertaking IEC and advocacy activities to raise awareness about energy efficiency and conservation of different segments of the society and develop a positive image of the NEECA for all stakeholders especially with designated consumers and measures taken to fulfil its mandate.
- Contribute in planning, designing, developing and coordinating different communication activities/campaigns designed to create or maintain a favorable public image or raise issue awareness for general topics or for special segments of the Pakistani society.
- Support in designing, management and implementation of the NEECA's communication strategy.
- Provide support in establish protocol of coordination between different functionaries of the Government and serve as information house on EE&C policies, research based knowledge products.
- Support the Director in developing knowledge products by analyzing sectoral energy usage and consumption data gathered from different sources for demand side energy management in the country.
- Play role as a key team member in development and implementation internal and external strategies for communications and outreach.
- Represent NEECA at various forums like conferences, seminars, workshops, public awareness campaigns, social events etc.
- Prepare content for wider outreach and awareness in Newspapers, TV Shows, Radio Programmes and different social media channels. Also, write news releases, reports, publications, and organize press conferences.
- Support in development of promotional material for Demand Side Energy Management for dissemination in print and social media.
- Prepare and support to design social media campaigns to enhance the outreach and access to EE&C information by general public.
- Contribute in development and execution of Behavior Change Communication (BCC) Strategy to achieve the broader objectives of EE&C at National level and Design and implementation of the publications strategy and plans.
- Support in preparation and execution of awareness raising of different stakeholders about NEECA's Initiatives related to EE&C like appliance manufacturer, vendors, retailers, customers.
- Support in the implementation of communication strategies and coordinate the implementation such strategies for NEECA and its Designated Agencies.
- Actively participate to coordinate learning activities within the organization to support documentation and sharing of key lessons and achievements.
- Any other duties and tasks assigned.

Qualification and Experience

- Bachelor's degree in Public Policy /Economics/ Social Sciences / or any related discipline from HEC recognized university.
- At least 3 years of post-qualification recognized and verifiable experience in the relevant field.
- Maximum age of the candidate should not be more than 35 years on the date of advertisement of this position.
