

Director Awareness and Outreach
Job Description and Eligibility Criteria

Position Name: Director Awareness & Outreach

Position Grade: NPG-1

Directorate: Planning, Policy, Innovation, Program & Research

Location: Islamabad

Key Responsibilities

- Undertake different Information, education, communication (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.
- Take lead 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.
- Provide continuous inputs to the design, management and implementation of the NEECA's communication strategy.
- Establish protocol of coordination between different functionaries of the Government and serve as information house on EE&C policies, research based knowledge products.
- Develop knowledge products by analyzing sectoral energy usage and consumption data gathered from different sources for demand side energy management in the country.
- Develop and implement internal and external strategies for communications and outreach.
- Represent NEECA at various forums like conferences, seminars, workshops, public awareness campaigns, social events etc.
- Take lead and 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.
- Identify and secure speaking and public engagement opportunities for NEECA amongst different stakeholders.
- Develop Promotional Material for Demand Side Energy Management for dissemination in print and social media.
- Develop and design social media campaigns to enhance the outreach and access to EE&C information by general public.
- Develop and execute 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.
- Develop and execute plans for awareness raising of different stakeholders about NEECA's Initiatives related to EE& C like appliance manufacturer, vendors, retailers, customers.
- Devise and coordinate the implementation of a program communication strategies and coordinate the implementation such strategies for NEECA and its Designated Agencies.
- Coordinate learning activities within the organization to support documentation and sharing of key lessons and achievements.
- Assist technical teams to package and disseminate materials to facilitate replication and learning among development partners.
- Any other relevant duties and tasks as assigned.

Qualification and Experience

- Master's degree in Public Policy/Economics/ Social Sciences / or any related discipline from HEC recognized university.
- At least 10 years of post-qualification recognized and verifiable experience in the relevant field.
- Maximum age of the candidate should not be more than 45 years on the date of advertisement of this position.
