



**Digital Media Officer** at Centre for Environment and Energy Development (CEED)

Location- New Delhi

Contact- [info@ceedindia.org](mailto:info@ceedindia.org)

Last date of Application- 10<sup>th</sup> February, 2017

Relevant areas- Digital media, research, content

writer, website management, coordination

### **Purpose of the role:**

To develop and implement creative digital strategies and content across campaigns, facilitating innovation within project planning, working with external agencies and internal stakeholders to create ground breaking campaign concepts, tools and creative outputs.

To create digital content to support campaigns, such as blogs, news stories, graphics, info graphics, illustrations, animations, GIFs, banners, videos and image macros.

To coordinate digital output and engagement across channels, creating regular content, sourcing external content and working with staff to incubate and support the creation of content.

### **Main responsibilities:**

- Lead the development of creative digital strategies & plans across campaign programs.
- Design effective social media graphics, infographics, illustrations, animations, GIFs, banners and image macros to strengthen CEED engagement and brand.
- Source content (as above), in response to specific campaign projects, the daily media and also longer term supporter engagement strategies.
- Write content for CEED's website and share updates on social media channels, including supporter emails, newsletters and blogs.
- To be able to independently research, liaise with external researchers and use the findings to generate creative content and/or to brief creative agencies to pitch ideas for innovative social media projects.
- Create innovative new creative tactics, outputs, ideas and content to advance campaign goals, to engage new supporters and to deepen the engagement of existing supporters.
- Mapping, testing and intelligence gathering of audiences for campaign projects, to shape effective creative social media strategies, using digital tools.
- Develop a sufficient knowledge of campaign issues and a strong understanding of CEED's positions on specific issues.
- Manage, coordinate and update the social networks regularly on behalf of CEED in conjunction with other staff.
- Explore and investigate other social networking tools/platforms for communicating and spreading awareness about CEED campaigns.

- Plan and run online social networking events like contests or live chat events, to deepen engagement with CEED supporters.

**Requirement:**

- A degree or equivalent experience in media and communications, graphic design or equivalent.
- 2+ years work experience, or equivalence, in planning, designing and producing digital content, marketing, creative design agencies or similar
- An understanding of campaign issues and tactics is expected. It is also expected that the person will have good communication skills, which will be reflected in the way they perform their job.
- Experience of working, or volunteering with a non-profit campaigning and research organisation.
- Ability to maintain personal yet professionally suitable relationships/conversations with supporters
- Experience in handling social media communications for an organisation/company an advantage.
- Proficiency in commonly used design and production software such as Photoshop, Indesign, Illustrator.
- Familiarity with social media audience / tracking and monitoring tools such as Hootsuite, Radian 6, Sprout Social.
- Strong co-ordination and team-working abilities.
- Ability to multitask and work under stress
- Excellent written and oral communication skills in English and Hindi.
- Passionate about working to save the planet.
- Salary as per industry standard.