

JOB DESCRIPTION: Communications Lead

Job Title	Communications Lead	
Reports to	Associate Director, ACEC	
Type of position: Full-time	Contract Type: One year, independent consulting contract (renewable)	Location: Remote

About the Asia Clean Energy Coalition(ACEC)

ACEC was launched in 2022 by a Secretariat that includes the Climate Group, the Global Wind Energy Council, and the World Resources Institute, bringing together expertise, credibility, and independence to enable corporate procurement of renewable energy and accelerate the overall supply of RE across Asia.

ACEC's mission is to improve regulatory and policy frameworks to unlock private sector investment, enhance the efficiency of energy markets, and accelerate the deployment of large-scale RE for power sector decarbonization. Ultimately, this will support Asian governments in achieving both energy security and sustainable development goals.

To achieve this, ACEC unites a coalition of influential RE buyers in Asia, working in collaboration with sellers and financiers, to strategically influence policy and regulatory changes in key national and regional markets. By harnessing a unified voice, ACEC helps governments implement policies that capitalize on the investment, sustainability, and energy security benefits of corporate RE sourcing in Asia.

Through its efforts, ACEC amplifies global, regional, and local voices to advocate for national and regional market reforms and drive investment in clean energy solutions. Regulatory improvements will unlock private sector investment, facilitate access to financing, and accelerate the deployment of new RE across sectors, contributing to a clean, sustainable, and resilient energy transformation while advancing climate and development goals.

Position Summary:

The Communications Lead will be responsible for developing and implementing communication strategies to enhance ACEC's visibility, manage public relations, and coordinate engagement with key stakeholders. This role will work closely with ACEC's leadership, member companies, and secretariat organizations to craft compelling narratives, organize events, and manage digital and traditional media channels.

Major Duties and Responsibilities

Content Creation:

- Write and publish blog posts, newsletters, and LinkedIn articles that highlight ACEC's activities, partnerships, and achievements.
- Collaborate with member companies to co-author Op-Eds or thought leadership pieces that spotlight clean energy trends and corporate perspectives.
- Support in developing case studies, reports, and other communication materials that support ACEC's advocacy and policy work.

Website and Social Media and Digital Engagement:

- Manage ACEC's website and social media presence (LinkedIn and Twitter), posting regular updates, event announcements, and thought leadership pieces.
- Monitor and analyze social media engagement to refine strategies and maximize outreach.
- Ensure consistent messaging across ACEC's digital platforms.

Event Coordination and Webinars:



- Work with the team to coordinate ACEC-hosted webinars and virtual events, from planning to post-event reporting.
- Collaborate with partners to ensure ACEC's active participation in external events, including securing speaking engagements and aligning key messages.
- Support the logistics and promotion of in-person and virtual networking events, including agenda development and speaker coordination.

PR and Media Relations:

- Collaborate with secretariat organizations to coordinate media outreach, press releases, and public relations efforts.
- Cultivate relationships with journalists and media outlets in the clean energy and sustainability space.
- Track and respond to media opportunities, ensuring ACEC is positioned as a thought leader in clean energy procurement and policy.

Collaborative Communications with Secretariat Organizations:

- Work closely with ACEC's secretariat organizations (Climate Group, GWEC, WRI) to align PR strategies, ensuring consistent messaging and shared communication goals.
- Assist in drafting joint statements, reports, and announcements with secretariat PR teams.
- Act as a liaison between ACEC and secretariat organizations to streamline communication efforts across platforms.

Internal and External Communications:

- Develop and manage communication plans for key events, initiatives, and reports to ensure timely and effective dissemination of information.
- Ensure regular communication with ACEC members, partners, and stakeholders to keep them informed about key activities, developments, and collaboration opportunities. Additionally, maintain an active presence for members on the ACEC website and relevant channels, while promoting ACEC visibility on their platforms as well.
- Prepare talking points, press kits, and briefing materials for leadership ahead of key meetings and events.

Monitoring and Reporting:

- Track communication metrics (e.g., social media engagement, website traffic) and provide regular reports to the Program Director.
- Conduct surveys and gather feedback from stakeholders to assess the effectiveness of ACEC's communication strategies

Required Qualifications

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field (candidates with exceptional relevant experience may be considered in lieu of a formal degree)
- 7-10 years of experience in communications, preferably in the renewable energy or sustainability sector.
- Strong writing and content creation skills with a proven ability to engage diverse audiences.
- Experience managing social media accounts and coordinating online and in-person events.
- Ability to work independently and manage multiple projects in a fast-paced environment.
- Excellent interpersonal skills and ability to work with cross-functional teams.

Preferred Qualifications

- Familiarity with clean energy and sustainability topics, especially in the context of Asia.
- Experience working with media and journalists in the environmental or energy sector.
- Proficiency in using design software (e.g., Canva, Adobe Creative Suite) to create visually appealing communication materials.
- Chinese speaker