

Role: Consultant Awareness – Media Content Development and Promotion

- Develop high-quality digital media content for the Program awareness campaign, including videos, infographics, animations, and interactive visuals.
- Conceptualize, design, and execute engaging content for TV, radio, digital platforms, and print media to promote the program's objectives.
- Create content tailored to diverse audiences including general public, policymakers, industry stakeholders, and financial institutions.
- Lead the development and execution of a comprehensive digital marketing strategy of the program
- Manage and optimize social media campaigns across Facebook, Twitter, LinkedIn, YouTube, and other digital platforms
- Utilize SEO, paid promotions, and analytics tools to enhance online visibility and engagement.
- Ensure that all content aligns with government regulations, ethical guidelines, and branding policies.
- Oversee the production of public service messages (PSMs), awareness videos, and documentary-style content to promote energy efficiency and fan replacement benefits.
- Coordinate with production houses, voice-over artists, and graphic designers to create engaging visuals.
- Assist in the scriptwriting, editing, and post-production process for video and radio campaigns.
- Collaborate with the IT team to ensure that promotional content is effectively integrated into the PM FRP website and online portal
- Develop interactive content (FAQs, explainer videos, step-by-step guides, and animated tutorials) to assist applicants and stakeholders in navigating the online portal
- Assist in planning and executing outreach programs, including community-based awareness sessions, university engagements, and influencer collaborations
- Develop digital toolkits, brochures, and information packs for community engagement.
- Support in designing SMS, WhatsApp, and email marketing campaigns for mass outreach.
- Track and analyze content performance metrics, including engagement rates, audience reach, conversion rates, and sentiment analysis
- Provide recommendations for improving content strategy based on data-driven insights.
- Ensure regular reporting on digital campaigns and propose optimizations to enhance impact.
- Train and guide the internal media team and stakeholders on best practices in digital content creation and promotion.
- Work closely with external consultants, media agencies, and NEECA's IT & Communications teams to ensure consistency in messaging.

Qualification and Experience:

- Bachelor's or Master's degree in Media Studies, Digital Marketing, IT, Communication Design, Mass Communication, or a related field.
- 5+ years of experience in digital content creation, media strategy, and online promotion.
- Proven experience in managing large-scale public awareness campaigns (preferably in government, donor-funded, or energy-sector projects).

- Strong expertise in social media marketing, paid promotions, and audience targeting strategies.
- Hands-on experience with graphic design tools (Adobe Creative Suite, Canva), video editing software (Premiere Pro, Final Cut), and animation tools (After Effects, Blender, or similar).
- Experience in SEO, web analytics (Google Analytics, Facebook Insights), and online engagement tracking.
- Familiarity with government/public sector branding guidelines and communication protocols is plus.