

Role: Consultant Awareness Campaign

- Design and implement a comprehensive awareness campaign targeting TV, radio, social media, community engagement, and digital platforms.
- Develop region-specific, culturally relevant messaging to ensure maximum outreach and impact.
- Integrate social and behavioral change communication (SBCC) approaches into the campaign.
- Develop and execute media plans for traditional and digital channels, ensuring widespread visibility.
- Oversee the production and placement of TV and radio commercials, social media ads, infographics, and community outreach materials.
- Plan and coordinate community-based activities, including seminars, workshops, roadshows, and public outreach events.
- Build partnerships with universities, colleges, and schools to engage students and academia in awareness activities.
- Engage local influencers, religious leaders, and community representatives to promote the program.
- Strengthen institutional collaborations with government agencies, private sector players, and NGOs to extend campaign reach.
- Work with DISCOs, fan manufacturers, and energy sector stakeholders to align campaign messaging with program objectives.
- Develop creative content for TV, radio, social media, and printed materials to maximize program visibility.
- Supervise the creation of IEC (Information, Education & Communication) materials for mass awareness.
- Oversee social media management, including campaign posts, engagement strategies, and trend analysis.
- Build relationships with media houses, journalists, bloggers, and digital influencers for organic campaign reach.
- Ensure media coverage of major program events, policy discussions, and stakeholder engagements.
- Draft press releases, articles, and feature stories to be published in leading print and digital platforms.
- Develop a Monitoring & Evaluation (M&E) framework to track campaign effectiveness.
- Collect and document success stories, testimonials, and case studies to showcase program impact.
- Provide monthly and quarterly reports on awareness activities and campaign reach.
- Perform any other relevant tasks assigned by the Program Manager or NEECA executive team.

Qualification and Experience

- Education: Master's degree in Mass Communication, Marketing, Public Relations, Social Sciences, or a related field
- At least 5+ years of experience in designing and executing awareness campaigns, social marketing initiatives, or advocacy programs.
- Strong background in media planning, digital marketing, and public outreach campaigns.

- Experience in energy efficiency, climate change, or public sector programs is preferred.
- Proficiency in media planning, social media analytics, content development, and digital marketing tools.
- Familiarity with IEC material development, behavioral change communication (BCC), and storytelling techniques.