

<b>Organization</b>	Uganda National Renewable Energy and Energy Efficiency Alliance (UNREEEA)
<b>Job Title</b>	Communication and Membership Manager
<b>Reports to</b>	Chief Executive Officer (CEO)
<b>Duty station</b>	Kampala

UNREEEA is an apex body of the private sector players in the renewable energy and energy efficiency sub-sector of Uganda. Its Mandate is to avail platform for actors to merge synergies aimed at improving the business environment in the sector. With support from the German Development Agency (GIZ) and the Training and Development Centers of the Bavarian Employers' Associations (bfz), UNREEEA is looking for a dynamic and senior member to join its management team as a Communication and Membership Manager.

**Job Purpose:**

The Communication and Membership Manager will be responsible for developing and implementing a membership growth strategy, covering sales, communication, marketing and retention, keeping abreast of renewable energy developments in the country, regionally and internationally to meet strategic and operational objectives.

**Roles and Responsibilities:**

**Recruitment and acquisition**

- Develop and manage the delivery of campaigns to recruit new members
- Implement systems to identify individuals with a high propensity to engage with the alliance with the aim of recruiting them as members
- Ensure that the membership offering is clearly presented through the alliance’s digital channels, onsite for visitors, and across the alliance’s wider public programme activities
- Research and acquire opportunities to promote membership via partnerships or third party affiliates

**Retention**

- To act as the primary contact for members beyond the day-to-day administration of the scheme as carried out by the Membership Officer
- Develop membership retention strategies and targets.
- Manage the delivery of campaigns designed to retain existing members.
- Oversee all renewal systems and communications, supporting the Membership Officer who will administer these activities.

- Continue to drive Direct Debit as the primary renewal method to improve retention rates.
- Ensure that benefits delivery is carried out across all departments to improve membership satisfaction

### **Events**

- Lead on the planning and delivery of members' events and develop a regular programme of activities for members.
- Work alongside the government programmes team to ensure that membership events are coordinated with the standard programme of events

### **Database, marketing and communications**

- Regularly interrogate and analyse the database to support the recruitment and retention activities and improve campaign effectiveness
- Lead on the implementation of a marketing strategy for membership, working alongside the Marketing and Digital Teams to cover both digital and print
- Develop and deliver membership marketing campaigns across all channels
- Lead on the production of the quarterly members' newsletter
- Quality control on all membership communications, advertising and literature to ensure they comply with alliance brand guidelines.
- Drive additional partners and follower/clients to the UNREEEA, website, awareness and online advocacy campaigns in the region and beyond, in addition to achieving wider engagement with UNREEEA partners.
- Maintaining and updating all digital and social media platforms like the website, facebook, twitter and newsletters.
- Develop partnerships with other relevant organizations and with the UNREEEA network to disseminate information and create awareness about renewable energy issues, UNREEEA's programs and activities. In-charge of coordinating all promotion, marketing and awareness efforts of UNREEEA as per the direction of the standing committees.

### **Qualifications, Skills and Experience:**

- The applicant must possess atleast a Bachelor' degree in Mass Communication or a related field with knowledge of communication and marketing principles (a post graduate degree is desirable).
- At least 5 years of professional work experience in communications and marketing or public relations in a membership based organization.
- Skills in designing, editing and producing publications, specially reports and briefs.

**Communication and Membership Manager**

- Highly skilled in conceptualizing, writing and selling to internal and external audiences.
- Advanced English-language writing, editing and spoken English.
- Excellent oral communication skills, including presentation (PowerPoint) with strong attention to detail.
- Good computer skills with ability to use Microsoft Word/Excel/PowerPoint/Publisher.
- Experience with NGO, donor programs and membership organization.
- Experience in the energy field is an added advantage.

**Personal Specifications**

- Excellent communication skills both orally and in writing.
- Excellent inter-personal skills.
- Ability to work individually and as part of a team.
- Ability to coordinate multiple assignments and meet deadlines.

**Key Performance Indicators**

- % of members' increased
- Achievement of Membership growth strategy
- Production of the monthly Alliance' newsletters and updating alliance online media platform
- Number of successfully organized events.
- Timely formulated and published articles in both local and international newspapers on print/ online.
- Number of membership program development.
- Number of new/ maintained development partners and government to partner with the alliance.
- Accurate sensitization of the media professionals and masses.
- Quality of relationship with members and other stakeholders.
- Timely submission of policy briefs and reports to different stakeholders.

**How to Apply:**

All suitably qualified and interested applicants should send applications, to [info@unreeea.org](mailto:info@unreeea.org) Cc: [enyanzil@unreeea.org](mailto:enyanzil@unreeea.org) with the following documents – a) application letter, b) curriculum vitae c) copies of academic transcripts Original **documents shall be requested at interviews.**

**Deadline: 24<sup>th</sup> April 2019**

**NB: Only shortlisted candidates shall be contacted.**