

JOB OPENING DIGITAL MEDIA EXPERT

ABOUT REN21

REN21 is the only global renewable energy community of actors from science, governments, NGOs and industry. We provide up-to-date and peer-reviewed facts, figures, and analysis of global developments in technology, policies and markets. Our goal: enable decision-makers to make the shift to renewable energy happen – now.

REN21 creates an enabling environment to support renewables. It offers a platform for a variety of stakeholders to engage and collaborate. Equipped with knowledge and tools, supported by a culture of dialogue and debate, and augmented by new ecosystems, this community of change strategically drives the deep transformations needed to make renewables the norm.

www.ren21.net

Being a part of the **REN21 Secretariat** means joining not only one of the leading international organisations on renewable energy, but also being part of an agile organisation and an international team where every team member participates in shaping how we make the shift to renewable energy happen now. REN21's work culture is project-based and collaborative, building on people's talents. You can learn more about our culture [here](#).

The activities of the REN21 Secretariat build on a broad and cross-sectoral community and are centred around crowd-sourced knowledge, dialogue and debate, and communication activities. REN21 thrives for a strong integration of those activities to position renewables more effectively.

POSITION DESCRIPTION

REN21 is seeking a **Digital Media Expert** with demonstrated experience in communications, enthusiasm for digital communications, and a passion and drive for renewables. The successful candidate will join the communications team (a team of four) which is responsible for delivering and evolving REN21's public communications, media outreach, digital media, and events. The Communications Team's objective is promoting the renewables agenda, positioning REN21 as a neutral broker of knowledge, and growing/deepening the REN21 community of changemakers to build renewables leadership. It works closely with the knowledge & data, the members and community and the strategic intelligence team.

The successful candidate is expected to demonstrate out of the box thinking and seek innovative and cutting-edge communications solutions to maintain REN21 on the forefront of the renewable's ecosystem. The successful candidate will work in close collaboration with the other teams within REN21 and with external partners and stakeholders.

This is a full-time position, based in **Paris, France** at the REN21 Secretariat office with the possibility to work from home two days/week.

RESPONSIBILITIES

Digital Media Management:

- Manage REN21's digital media: social media, website and newsletter.
- Lead REN21's online community management, boosting interactions and engagement from the audience and user across all digital media.
- Design and implement an engaging digital media strategy and action plan including strategic objectives, activities and timelines aimed at delivering fact-based, compelling, and innovative content in a timely manner to advance REN21's overall strategy, communication strategy and objectives, ensuring vibrant and continuous communication across channels.
- Develop and execute a content calendar covering the website, social media and the newsletter as well as REN21 Executive Director's social media accounts
- Monitor and benchmark relevant digital accounts, hashtags and trends, leveraging opportunities to position and advance the renewables agenda.
- Regularly maintain and monitor the REN21 website (based on WordPress), ensuring that it is continuously up to date with new content and publications, RFPs, jobs and other key advertisements.
- Ensure compliance and consistency with the branding and narrative guidelines of all published and public-facing content.
- Provide guidelines, training and ad-hoc advice to the REN2 team and Executive Director on the use of social media.
- Stay up-to-date on new tools, best practices and developments around digital media, keep REN21's teams informed and well-versed.
- Innovate, be creative and experiment on new ways of using REN21's digital media including exploring new channels and platforms.
- Reach out to social media companies (META, X, Google, etc.) and entertain a good relationship and collaboration.

Editorial and Content Production:

- Contribute to developing key messages and narratives aligned with the overall communications and social media strategy.
- Gather digital media intelligence to identify trends and developments that REN21 could benefit from engaging with.
- Draft and edit social media posts, press releases, web articles, blog posts, opinion pieces and other public communications materials.
- Design and create visual content for REN21 digital media independently and in collaboration with external partners.
- Produce videos independently and in collaboration with external partners.
- Support production of REN21 quarterly newsletter and other communiques to REN21 Members and Community.

Events Monitoring and Visibility

- Develop, maintain, and share the REN21 events calendar internally and externally as well as a calendar of international events, and sectorial and industry key events and developments.
- Identify engagement opportunities for REN21 within and outside the energy landscape.
- Support the coordination and planning of REN21 interventions at external events, including design and preparation of communication and visibility materials.
- Track and support team members' speaking engagements and support the Executive Director with her speaking engagements providing pre-event promotion, event "live coverage" and post-event visibility.
- Liaise with external organisations on events, publications and other development to align messaging and generate synergies, including preparing promotional content and disseminating it among participants.
- Support smooth delivery of online events including assisting the production and addressing technical issues.
- Promote events to ensure maximum attendance and visibility on REN21 website and social media channels.
- Represent REN21 at in-person events and booths, ensuring social media coverage.

Project Management and Monitoring:

- Contribute to the overall coordination and implementation of the communication team's activities and campaigns.
- Coordinate relations with external partners and service providers.
- As part of the communications team, develop, maintain, evolve the tools to support the planning and implementation of communication activities.
- Participate in the development and implementation of a monitoring framework for REN21's communication activities.
- Develop, monitor, and periodically share a dashboard on key REN21 digital communications metrics and Key Performance Indicators.

APPLICANT PROFILE

The ideal candidate is a communications enthusiastic and versatile team player with strong interpersonal skills who is comfortable using (and learning) cutting edge technology on a day-to-day basis. S/he will be an energetic, flexible, self-starting team player with the ability to foster a strong level of engagement across the team and networks.

Job Requirements:

- A minimum of five years of professional experience in similar assignments.
- Excellent communication (written and verbal) skills, experience in graphic design and/or audiovisual production.
- Excellent planning and coordination skills.
- Strong command of Mailchimp, WordPress, Canva, Trello, Online platforms like Zoom, Teams and other digital media.

- A track record in social media management, online community development, ideally events management.
- Self-starter with the ability to independently meet deadlines and handle multiple time-sensitive tasks and competing priorities.
- Ability to thrive in a collaborative, agile environment.
- Professional proficiency in French would be a plus.

Background and Education:

- Advanced university degree(s) in a relevant discipline, such as journalism, communications, digital marketing, political science or similar with specialisation in (or exposure to) energy, development, climate and environmental issues.
- An understanding of the overall energy sector and the current challenges and opportunities for renewables is an advantage.

The position is full-time and based at the REN21 Secretariat in Paris, to start as soon as possible. The working language at REN21 is English.

WHAT YOU WILL FIND AT REN21

We are a small, dynamic team dedicated to the rapid uptake of renewables. We are based in Paris, work in English and come from around the world. We work in an agile, project-based environment; while each team member has a key set of responsibilities, we work collectively to make the shift to renewables happen – now. The REN21 Team works in person at the Secretariat in Paris, with up to two days working from home per week. Salaries are market-based (c.f. APEC salary grid).

APPLYING

[Please click here to fill out our online application form.](#) All your application materials should be in English. When you upload your documents, make sure the files are named according to the following format: Last name_First name_CV, Last name_First name_Letter, Last name_First name_Video
Please click here to fill out our application form. All your application materials should be in English. When you upload your documents, make sure the files are named according to the following format: Last name_First name_CV, Last name_First name_Letter. **Application period is ongoing until a suitable candidate is found.**

Please note that only short-listed candidates will be contacted.