

Consultant as Internal Communication for AESI

TERM OF REFERENCE

Background

The Renewable Energy for Electrification Programme, phase 2 (REEP2) is a project that focuses on renewable energy grid integration, which aim to improve the institutional, regulatory and technical conditions for achieving the policy target of 23% renewable energy in the energy mix by 2025 at national and regional level under the National Energy Policy (NEP). The project is implemented by Directorate General for New Renewable Energy and Energy Conservation (DG-NREEC) on behalf of Government of Indonesia and *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ) on behalf of German Federal Ministry for Economic Cooperation and Development (BMZ). Additionally, REEP is also working closely with its project partners, including the Directorate General of Electricity (DGE) and PT. PLN (Persero).

One of enabling factors to achieve the renewable energy mix target successfully, is the active role of private sector, including the participation of Indonesian renewable energy association, which is also in line with the third REEP2 output: Private Sector Cooperation and engagement. In the framework of this output, REEP2 has worked together and supported Asosiasi Energy Surya Indonesia (AESI) with a full-time staff for one year. Seeing a satisfactory improvement in organizational development and capacity building of AESI, REEP2 decided to continue its support, and seeks a qualified Indonesian Consultant to work for AESI as Internal Communication.

Consultancy Objective

The key objective of this assignment is to assist the organizational development of AESI, so that AESI can improve its member services and outreach, maintain the sustainability of its programs, and becoming financially self-sufficient. The hired National Consultant will have the responsibility to work and assist AESI, to deal on the detail matters of this task explained on the section Scopes of Work.

Required qualifications, competences, and experience

Qualifications

- Bachelor/B.S. in communication, public relation, business administration or other relevant fields
- Very good working knowledge of IT, communication technologies and computer applications (e.g., MS Office)
- Very good communication skills in English and Bahasa Indonesia, including speaking and writing

Professional experience

- 1-year professional experience in secretarial, internal affairs role, or project management will be beneficial
- Professional experience in renewable energy, sustainability, and particularly solar energy related field is advantageous

Additional competences

- Interest and sufficient knowledge in major issues of renewable energy, especially solar energy, in Indonesia.
- Familiar in facilitating an effective multi-stakeholder partnership
- Good management and organizational skills
- Experience in events preparation, coordination, and organization
- Service-oriented attitude
- Willingness to up skill as required by task to be performed – corresponding measures are agreed with management
- Skills or experience in communication strategies are an advantage

Period of Assignment

GIZ shall hire the consultant from **October 2021 until September 2022**.

How to Apply

Send these following documents to membership@aesi.or.id with subject “Internal Comms Staff – (Your Name)”:

1. CV detailing personal information, work history, education, relevant skills and/or certifications, and a minimum of two references.
2. A short essay (maximum of 800 words) explaining your analysis on how AESI as an organization plays a role in advancing renewable energy in Indonesia.

The application is open until 24 September 2021, 19.00 WIB (Western Indonesia time). Any communication for clarifications or inquiries should be addressed to membership@aesi.or.id.

Scope of Works and Deliverables

The consultant shall provide the following work/service:

Scope of Works	Deliverables
<p>Organizational Management</p> <ul style="list-style-type: none"> • Develop working plan for internal communication with the assistance of AESI's secretariat and REEP2 Advisor • Improving organizational structure, such as updating member database, including their information, like: paid/owed fee, personal/company member type, contact detail, etc. • Develop additional/new services offered to member • Develop on demand services (with charge) for the member • Develop an effective regular way to communicate and disseminate information to the member sustainably <p>Member advocacy</p> <ul style="list-style-type: none"> • Extracting members opinion and perspective, especially Developers, EPCs and ESCOs, on certain regulations • Gaining member support and addressing Solar Energy issues • Reactivate (or improve) AESI's website, newsletter and social media for its member services and disseminations purpose. <p>Outreach and Funding</p> <ul style="list-style-type: none"> • Offer on demand service with certain cost • Improve general member services and adapt the member fee accordingly • Utilizing the AESI's website and social media for financial gain 	<ul style="list-style-type: none"> ▪ Program, working and activity plan ▪ Database file ▪ Member need assessment result ▪ Implementation strategy and report for new services and on demand services ▪ Implementation/activity report for information dissemination, members gathering, and other activities targeting the member ▪ Minute of Meeting, notes, reports, photo/video documentation, etc <ul style="list-style-type: none"> ▪ Member FGDs ▪ Input for the Government ▪ Active website ▪ Issue Publications and member's Newsletter, which can be accessed through website <ul style="list-style-type: none"> ▪ Documentation of services given to the member ▪ Documentation on the members fee improvement process, such as member meeting's MOM, announcement to the member regarding the fee, etc. ▪ New function on website and or social media, such as company/project story, job vacancies, and policies dissemination