

Position	: Content Producer
Duration	: Contingent upon project award (latest starting date March 2025) – February 2026
Based in	: Jakarta, Indonesia (Hybrid Working Arrangement)
Reporting to	: Communications Manager
Travel Requirement	: Domestic & international travels as and when required
Employment Status	: Full-time, contract-based with possible extension

About New Energy Nexus

Clean energy innovations are disrupting how the world operates – a shift that could unlock trillions in economic development, create more jobs, and empower millions of people with access to clean, affordable energy. But to ensure the benefits of 100% clean energy go to 100% of people around the world, we need even more diverse and thriving clean energy entrepreneurs. And there's no time to waste.

New Energy Nexus is the world's leading ecosystem of funds and accelerators supporting diverse clean energy entrepreneurs. **In Indonesia**, New Energy Nexus works to support the development of ecosystems that can support the needs of not only innovators, startups, and entrepreneurs, but also other stakeholders in the clean energy and climate solutions sectors.

ABOUT THE ROLE & OPPORTUNITY

This is a rare opportunity to join a growing, climate-focused organization and create stories and content about some of the nation's most promising climate solutions. The Content Producer will drive a consistent drumbeat of storytelling through the creation of cutting-edge and exciting content for social media, email newsletter, and our website, with the aim to expand our reach and deepen engagement across our channels. This critical role will take our in-house content production to new levels as we inspire our target audiences (clean energy entrepreneurs, community members, partners, and funders) to join our climate solutions movement!

You will be part of a small but mighty communications team, and exposed to the global organization environment at New Energy Nexus.

A TYPICAL DAY

Your typical day is dynamic and ever changing. You'll start your day organizing your top priorities with support from the Communications and Program Team. You then check in on the performance of the social media posts published yesterday- taking note of what changes you need to make to improve performance for next. You'll brainstorm upcoming stories to pitch and social media content to produce.

You'll spend most of your day connecting with Indonesia's innovators, getting inspired by their stories, solutions and impact. Then ideating, pitching, and crafting content: working on Canva to design beautiful and exciting content for our local and global channel. Interviewing startup founders, innovators, experts for enriching contents, Q&A blog, and coordinating with video and photographer consultants to deliver insightful contents. You're always thinking about how we can get the most out of every piece of content we create. You'll end the day reading about the latest Instagram & LinkedIn trends, and share your insights with the team on Slack.



WORKING AT NEW ENERGY NEXUS INDONESIA

Working at New Energy Nexus Indonesia is an opportunity to make a positive impact in the clean energy sector and be part of a forward-thinking international organization. We offer an innovative and collaborative work environment, flexibility, and opportunities for personal and professional growth. Your manager will also respect your work-life balance, and will fully support you in bringing your whole and authentic self to work.

CORE RESPONSIBILITIES

Content creation

Design a range of impactful content that increases engagement and supports our program and brand awareness objectives:

- Work closely with communication and program teams to initiate, research and write compelling treatments, storyboards, and pitches. Ensure ideas always fit within the New Energy Nexus brand content guidelines.
- Create static and moving visual content for social media channels, especially LinkedIn & Instagram. We often work with consultants and agencies for video and photo taking.
- Social media copywriting in brand voice and to optimize engagement rates
- Longform copywriting: blogs and online articles based on interviews conducted with subject matter experts and entrepreneurs and startups we support.
- Produce video content, optimized for engagement and reach on social media channels
- Produce a regular cadence of email newsletters and announcements, including drafting copy, layout, segmentation, and optimizing for performance.
- Occasionally design and layout briefs and reports according to brand visual identity. We may work with agencies on this.
- Oversee brand assets and setting up new design templates.

Content distribution

- Publishes content across social media channels, optimizing all features of each channel to improve engagement and reach
- Maintain an update-to-date editorial calendar and coordinate with global content producer
- Maintain and update email marketing audience lists (currently on Mailchimp)

Data and analytics

- Sets up daily and long term cycles of measurement in order to learn and improve content production and marketing tactics
- Helps set up and maintain Indonesia analytics dashboard
- Optimize free-to-use SaaS and other tools for analytics and measurement
- Regular reports out to internal stakeholders on content and channel performance

Domain expertise



Act as the in-house expert on social media and content trends and best practises, troubleshooting requests and supporting program team in communication efforts. Ensure that all communication is cohesive and aligned with the organization's mission and values, reinforcing brand recognition and trust.

REQUEREMENTS

REQUIRED SKILLS FOR THE ROLE

- Strong dedication to New Energy Nexus' mission, and a deep understanding of clean energy, GEDSI, and the role of entrepreneurs/innovation.
- 3+ years experience in digital communications and content production.
- Storytelling skills and the ability to turn complex information into easy-to-digest and exciting content.
- English copywriting skills in both short and long form, including the ability to interview experts and entrepreneurs.
- Visual content creation:
 - Graphic design skills, and the ability to produce innovative and creative offline and online content (work samples will be requested). Experience in Canva and Adobe suite would be an asset.
 - Creating short form video and visual content to grow social media reach and engagement.
 - Email marketing (experience in Mailchimp is an asset).
 - Slidedeck and report layout and design.
- Up-to-date with the latest trends in digital platforms, social media, and email marketing, and constantly applying them to shape channel strategies.
- Strong grasp of Gender, Diversity, Equity and Inclusion, and how it relates to an organization's outreach strategies and tactics, from content creation to distribution.
- Strong project and time management experience, including collaborating with people of different backgrounds.
- Strong understanding of data and analytics tools to track and assess the impact of content.
- Flexibility. Your colleagues and startups we serve is all around Indonesia, you will sometimes need to work outside normal hours (but with support to ensure work-life balance).

WE HOPE YOU BRING ONE OR MORE OF THESE BONUS SKILLS

- Experience working globally, with teams from a diverse range of cultures and backgrounds.
- Proficiency in using AI tools to augment content creation and production processes.
- SEO and SEM skills that can help build our online reach.
- Experience in running social media paid ads and content promotion on Meta (Facebook, Instagram in particular), LinkedIn, and Google.

Benefits

Compensation and applicable benefits: medical, dental, paid time off, paid holidays and insurance.



TO APPLY, TIMELINE, AND PROCESS

- please submit your **CV, sample of work or portfolio**, and a **cover letter** in PDF format detailing your qualifications and interest in the role to indonesia@newenergynexus.com
- Please use the subject: **[COMMS - APPLICATION] Content Producer, Jakarta | Your Full Name**
- Application deadline: Priority deadline is **31st January 2025** and applications will be accepted on a rolling basis until filled.
- Interview process: Qualified applicants will participate in a series of interviews via Zoom. There will be 2-3 rounds of interviews.

New Energy Nexus is an equal employment opportunity employer and does not discriminate against applicants or employees because of race, color, religion, national origin, sex, age, citizenship status, disability status, genetic information, sexual orientation, or gender identity or expression of an otherwise qualified individual, or membership in any other class protected by applicable law. New Energy Nexus hires and promotes individuals on the basis of their qualifications for the job to be filled. We strongly encourage applicants from under-represented and marginalized communities to apply.

