



Convergence Energy Services Limited

A wholly owned subsidiary of EESL

Date- 01/06/2021

Adv. Ref No.: CESL/HR/0324/07

SUB- Appointment of Head – Public Relations on Contractual Basis in CESL.

Convergence Energy Services Limited (CESL) is a newly established subsidiary of state-owned Energy Efficiency Services Limited, itself a joint venture of public sector companies under the Ministry of Power, Government of India. CESL is focused on delivering clean, affordable and reliable energy. Convergence focuses on energy solutions that lie at the confluence of renewable energy, electric mobility and climate change. It builds upon the decentralised solar development experience in under-served rural communities in India, and over time, using battery energy storage, will deliver renewable energy solutions to power agricultural pumps, street lighting, domestic lighting and cooking appliances in villages. CESL will also work to enable battery powered electric mobility and its infrastructure and design business models to increase the uptake of electric vehicles in India. To enable commercialization of these solutions at scale, Convergence will employ business models that utilize a blend of concessional and commercial capital, carbon finance and grants as appropriate.

Applications are invited from eligible executives for appointment to the post of Head – Public Relations on contractual basis to be posted at the Corporate Office of CESL presently in New Delhi. The Job description is as under: -

1.	Name and Address of the Corporate Office of the Company	Convergence Energy Services Limited (CESL) , 2nd Floor, NFL Building, Core-3, SCOPE Complex, Lodhi Road, New Delhi-110003
2.	Name of the Post	Head – Public Relations (Contractual)

3.	Job Responsibilities	<ol style="list-style-type: none"> 1. Design and implement strategic communication initiatives that include print and radio media, digital and social media channels and niche communications to increase the visibility and understanding of the organisation’s vision and purpose. 2. Actively engage, cultivate and manage press relationships to secure coverage surrounding the programmes, special events, public announcements and other projects. 3. Proactively identify opportunities for engagement and influence by being current with developments that relate to all key stakeholders and partners. 4. Anticipate reputational risk issues and develop and implement appropriate communication actions. 5. Lead on the development, implementation and monitoring of the brand guidelines. 6. Work with senior management and department staff to determine the areas where the institution can impact the regional and international dialogue on development issues through the development and publication of materials, and participation in selected public speaking events. 7. Manage the external surveys that evaluate the attitudes, opinions and aspirations of the stakeholders and partners. 8. Review the governance standards and operational protocols for the sign-off on all corporate communications emanating from the institution, to ensure that quality assurance is maintained, and brand guidelines are adhered to. 9. Develop a calendar for external speaking engagements for key personnel, and assist in the preparation of speeches for senior executives. 10. Champion communications throughout the institution to ensure that communication considerations form an integral part of policy-making, project designs, visits and tours by the senior management. 11. Work with management to develop internal communications programmes and processes required to support organisational change and employee engagement initiatives. 12. Develop and/or conduct media and communications training for staff, and assist in the development of ‘brown bag’ educational programmes. 13. Build a communications team that can ‘take charge’ of key deliverables. Plan and budget for PR events, programs and initiatives. 14. Review the online content in media announcements and media kits. 15. Check and manage content produced for website and social media channels. 16. Develop and implement PR policies and procedures. 17. Measure and provide reports on each PR campaign. 18. Build long-term relationships with all relevant stakeholders, such as local government, media people, politicians, etc.
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4.	Qualification	<p>Minimum Qualification: -</p> <p>Full time Masters degree in Journalism / Public relations / Advertising & Communications or equivalent.</p>
5.	Emoluments	<p>Approximately CTC of 40 Lakhs per annum excluding Performance related pay, Leaves, laptop, Data card etc.</p>
6.	Experience and eligibility	<p>A minimum of 16 years of relevant experience (Post qualification).</p>
7.	Maximum Age Limit	<p>52 Years as on 1st June 2021</p>
8.	Duration of Appointment	<p>The selected Executive will be appointed for a period of five years.</p>
9.	Selection Process	<p>Through interview, to be conducted by a Selection Committee.</p>

The recruitment time schedule shall be as under:

INDICATIVE SCHEDULE OF EVENTS

Start date for Online Registration of Application	01/06/2021
Last date for Online Registration and submission of application. *The form will stay live for 21 days from the date of link activation.	21/06/2021 (10:00 pm)

Other General Terms and Conditions:

- a) Only Indian Nationals within prescribed Upper Age limit are eligible to apply.
- b) Although the position is based at Corporate Office, Delhi however the selected candidate can be posted anywhere in India/abroad depending on exigencies of work.
- c) Before applying, the candidates should ensure that they fulfill the eligibility criteria and other norms mentioned in this advertisement.
- d) All eligibility qualifications should be from a recognized Institution or University.
- e) Teaching and/ or Trainee experience period will not be counted as work experience. However, training period (i.e. Management/Engineer) in a Public Sector Undertaking on regular pay scale resulting in absorption in E2/E1 in respective grades may be considered for reckoning Post Qualification Executive Experience.
- f) An applicant has to give an undertaking as a part of the application that he/she will join the post, if selected within a period of 3 months from the date of receipt of offer letter. If an applicant does not give such an undertaking, the application would be rejected.
- g) CESL reserves the right to cancel / restrict /enlarge / modify / alter the recruitment/selection criteria /process including pay and allowance, if need so arises.
- h) CESL reserves the right to shortlist candidates for interview. Applicants should note that mere fulfillment of minimum eligibility criteria may not ensure consideration for short listing for interview. CESL will not entertain any correspondence on this subject and decisions of CESL will be final in all matters.
- i) Candidature is liable to be rejected at any stage of recruitment/ selection process or after joining, if any information provided by the applicant is not found in conformity with the eligibility criteria notified or if CESL comes across any evidence/knowledge that the qualification, experience and any other particulars

indicated in application/other forms/formats are not recognized/ false/ misleading and / or amounts to suppression of information/particulars which should have been brought to the notice of CESL.

- j) Incomplete applications are liable to be rejected.
- k) All computations of Age, Post Qualification Experience etc., shall be as on 1st June, 2021. Date of issuance of final mark sheet shall be taken as the date of acquiring qualification.
- l) In case of any query the same may be sent to recruitment_cesl@eesl.co.in. Candidates are advised to add this e-mail ID to their address book. CESL will not be responsible for bouncing of e-mail / non-delivery of e-mail / delivery of e-mail to junk or spam folders. Contact No. 011-45801260. For further details and progress please visit careers page of CESL under 'www.convergence.co.in'.
- m) All information regarding this recruitment process would be made available in the career section of CESL website, i.e. www.convergence.co.in only. Applicants are advised to check the web site periodically for important updates. Once registered for CESL, all correspondences shall be made through their registered e-mail ID and/ or candidate login. Hence, candidates are requested to correspond with CESL through one email-id.
- n) **PROCEDURE FOR APPLYING: -**
All Applications to made online through the link provided in the 'CESL careers' section under the page of the CESL website i.e. <http://www.convergence.co.in/>. Candidates are required to upload recent passport sized photograph (not more than 3 months old), scanned signature and resume. Shortlisted candidates shall be asked to submit required documents before Interview.

**HR department
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