



The Energy Foundation China Company, Position & Person Profile

Director of Communications, China

June, 2014

The Company

Overview

The Energy Foundation

Founded in 1991, the Energy Foundation is a non-profit grant making organization based in San Francisco, California, U.S.A. The foundation's mission is to promote the transition to a sustainable energy future by advancing energy efficiency and renewable energy.

Over the past two decades, the Energy Foundation has supported and coordinated sophisticated and effective networks of grantees and allies who share our vision of a prosperous and healthy future powered by clean, reliable, and secure sources of energy. We're making progress in the largest and fastest-growing energy markets in the world.

The Energy Foundation is pragmatic and nonpartisan, dedicated to finding practical solutions that work in the real world. Our primary role is as a grant maker, supporting groups to build the new energy economy. Our programs focus on making the buildings, power, and transportation sectors more efficient, and on advancing effective policies that open big markets for clean energy technology. Grantees include health, labour, environmental, faith, property-rights, clean-energy, and consumer groups, as well as think tanks, universities, and military organizations.

We believe that inspiring leaders to make smart, strategic policy choices can accelerate the growth of clean energy markets. Advancing renewable energy and energy efficiency can open doors to greater innovation and productivity-growing the economy with dramatically less pollution.

A thriving clean energy industry will strengthen national security, offer workers good jobs in viable industries, and keep our air and water clean and healthy—for today's children and future generations.

Energy Foundation China

Energy Foundation China, established in Beijing in 1999, is a

grant making charity organization dedicated to China's sustainable energy development. It is registered under the Ministry of Civil Affairs as Energy Foundation Beijing Representative office and supervised by the National Development and Reform Commission of China. It is a part of the Energy Foundation, which is based in San Francisco, California, U.S.A.

Energy Foundation China, previously known as China Sustainable Energy Program, was initiated with funding from the Packard foundation in 1999 and the Hewlett foundations in 2001. Over the years, our pool of funders has been growing and our cumulative grant making in China has reached more than USD200 million.

Our mission is to assist in China's transition to a sustainable energy future by promoting energy efficiency and renewable energy. We support policy research, standard development, capacity building, and best practices dissemination in the eight sectors of buildings, electric utilities, environmental management, industry, low-carbon development, renewable energy, sustainable cities and transportation.

Energy Foundation China has worked with more than 440 grantees. These grantees are the leading policy research institutes, academies, think tanks, and standardization bodies in China and abroad. The number of projects we have funded has reached 1560.

To better meet China's energy and environment challenges and help build a sustainable energy future, we will leverage our program areas' deep technical expertise, strengthen team collaboration and innovation, and focus our resources on the most pressing issues.

Major projects recently supported by Energy Foundation China:

- China's low carbon development pathways by 2050
- China top-10, 000 enterprises energy efficiency program
- 2050 high renewable energy penetration study
- Demand side management cities program
- A study on the evaluation system for regional air quality management
- The development and implementation of vehicle fuel

economy standards in China

- Low-carbon city plan of Chenggong
- Research on national implementation regulations of the 25.6billion state subsidy for energy efficiency products
- Research on national incentive policies, construction and management mode for green building districts
- 100 energy efficiency standards program

Energy Foundation China Key Grantees

- Development Research Center of the State Council
- Energy Research Institute of NDRC
- Research Institute for Fiscal Science
- China Academy of Building Research
- China National Institution of Standardization
- China Energy Research Society
- China Research Academy of Environmental Sciences
- China Academy of Transportation Sciences
- China Academy of Sciences
- Tsinghua University
- Peking University
- Lawrence Berkeley National Laboratory

Energy Foundation China Current Key Funders:

- The David and Lucile Packard Foundation
- William and Flora Hewlett Foundation
- ClimateWorks Foundation
- Children's Investment Fund Foundation
- Stiftung Mercator Foundation

For more information about the Energy Foundation and Energy Foundation China, please refer to www.ef.org and www.efchina.org

The Position

Organization	The Energy Foundation China
Job Title	Director of Communications, China
Location	Beijing, China
Reporting to	President, The Energy Foundation China
Direct Reports	Communications manager, possibly additional staff or consultants in the future.
Working with	To supervise Communications Manager, external consultants and vendors, to work in close partnership with program directors to provide support for the program team's policy objectives; to work with press media, local management team and staff
Key Objective	<p>The Director of Communications is responsible for three work streams:</p> <ul style="list-style-type: none">• The design, planning and implementation of creative communications strategies to enhance Energy Foundation China's (EFC's) programmatic impact, either through direct initiatives or grants• Communications strategies that promote, enhance, and protect EFC's brand reputation• Collecting stories and creating communication tools to support fundraising efforts to market EFC to current and new donors.
Job Summary	<ul style="list-style-type: none">• Strategic Communications to Increase Program Impact:<ul style="list-style-type: none">○ Share expertise in public relations and communications with program team to increase impact. Key examples are air quality or showing the promise of renewables through grants to groups who can carry out sophisticated communications strategies. How can we use communications better to elevate the ideas and

champions for clean energy in China?

- Actively engage, cultivate and manage press relationships to ensure coverage surrounding programs, special events, public announcements, and other projects.
- Represent the Energy Foundation China, and train senior staff in communication skills when they are called upon to represent the EF in public forums.
- Communications Around EFC Brand :
 - Work closely with Manager of Communications to ensure that key message points related to EFC strategies and positions are consistent; oversee the development of all print communications including reports and marketing materials; and electronic communications including website and digital, video and social media channels.
 - Develop and implement an integrated strategic communications plan to advance EF China's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
 - Identify challenges and emerging issues faced by the organization. Work with the local management team and staff to identify external communications opportunities and solutions, and define and execute appropriate strategies.
- Communications To Support Fundraising/Marketing:
 - Team with senior management and the fundraising team to sharpen the communications/marketing strategy for EFC as we seek to engage existing and add new donors.
 - Work with Program Directors to help find the good stories around EFC and clean energy and enhance our story telling, graphics, and presentations for donors, potential donors, and colleague foundations.
- Team Development/Management:

- Recruit and manage communications consultants to support the development and execution of the communications strategy.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals, and administer salary adjustments.
- Oversee the day-to-day activities of the communications function including budgeting, planning and staff development.
- Supervisory Responsibilities:
 - Supervise the Communication Manager; possibly additional staff or consultants in the future.
 - Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws, including interviewing, hiring and training, planning, assigning and directing work, evaluating performance, rewarding and disciplining employees and addressing complaint/resolving problems.

The Person

Education

- Bachelor's degree in a related field.

Qualifications & Experience

- Minimum 5-10 years' experience in the field of public affairs and /or government relations.
- Extensive background knowledge on energy and environmental issues
- Previous exposure to working with, and familiarity with Western news media.
- Understanding of policies in energy and environmental fields in China, as well as internationally.
- Experience handling sensitive issues.
- Solid computer experience (Microsoft Office).

Leadership & Management Behavioral Competencies

- Understanding of policies in energy and environmental fields in China, as well as internationally.
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- Strong analytical skills and solid project management skills and expertise.

Personal Characteristics

- Be a fast learner and keep professional knowledge and skills up-to-date.
- Ability to work in a fast-paced environment and work under pressure.
- Mission-driven – Dedicated to advance the work of EFC for altruistic reasons and the health of the planet, can connect personal values to the mission and purpose of

EFC.

- Ethical and Fair – Adheres to EFC’s core values and beliefs under all circumstances; models the behaviors; has candid discussions devoid of hidden agendas, doesn’t give preferential treatment.
- Integrity – reputation of trustworthiness and honesty, keeps confidences, admits mistakes, and doesn’t misrepresent self for personal gain.

Contact Person: Please send your CV to Jin XU at email hli@heidrick.com