



Media Strategy

The Company

Clean Tech Hub is a pioneering hybrid hub for the research, development, demonstration, and incubation of clean energy technologies in Africa, and their validation for commercial-stage development. It is an early start-up incubator for inventions and innovations in clean energy, a consultancy for sustainability and energy efficiency solutions for organizations, and a driver of clean energy investment into Africa. Clean Tech Hub is focused on addressing Africa's energy poverty and increasing energy access through clean, renewable energy and sustainability.

Position Summary

Clean Tech Hub seeks to hire a dynamic and results-driven **Media Strategist** to join our organization. The ideal candidate will be passionate about storytelling, sustainability, and the Clean Tech industry, with expertise in leveraging digital and social media to raise brand visibility and drive engagement. As a Media Strategist, you will craft compelling narratives that resonate with our target audience, monetize our social media platforms, manage media relations, and develop social media strategies that foster a community around clean technology and sustainability.

Key Responsibilities:

1. Media Strategy & Planning:

- **Develop integrated media strategies** that support the Clean Technology Hub's goals, emphasizing the impact of clean technologies on climate change, sustainability, and energy innovation.
- Identify and execute media strategies that generate revenue, including partnerships, sponsored content, advertising and digital marketing, communications/storytelling/research opportunities, aligning with the Hub's mission.
- **Monitor industry trends**, keeping up to date with the latest developments in clean technology, energy, and sustainability, and integrating relevant news and insights into media strategies.

- **Collaborate closely** with cross-functional teams (e.g., sustainability, partnerships, PR, content) to ensure alignment with overall communications and marketing objectives.

2. Storytelling & Content Creation:

- **Craft compelling stories** around the Clean Technology Hub's projects, innovations, partnerships, and impact in the clean tech space.
- **Develop editorial content**, including blog posts, thought leadership articles, videos, infographics, case studies, and press releases that articulate the Hub's mission, solutions, and successes.
- **Coordinate with the creative team** to produce engaging multimedia content that showcases Clean Tech initiatives and advancements in ways that resonate with our diverse stakeholders.
- **Ensure content aligns with the Hub's voice** and is tailored to different audiences (investors, policymakers, environmental advocates, general public).

3. Social Media Strategy & Engagement:

- **Create and execute social media strategies** across all relevant platforms (LinkedIn, Twitter, Instagram, Facebook, YouTube, etc.) to raise awareness of the Hub's clean technology initiatives and foster community engagement.
- **Drive engagement and interaction** by proactively managing social media communities, responding to inquiries, and encouraging dialogue around clean tech topics and sustainability.
- **Leverage social media trends** to ensure Clean Technology Hub remains visible and influential in conversations related to the environment, clean energy, and sustainability.
- **Use analytics tools** to track social media performance, understand audience sentiment, and refine social media strategies for maximum impact.

4. Media Relations & Partnerships:

- **Cultivate and maintain relationships** with journalists, media outlets, influencers, and other stakeholders within the clean tech, sustainability, and energy sectors.
- **Pitch stories** and secure media coverage in relevant outlets (trade publications, industry blogs, news sites) to enhance Clean Technology Hub's public profile.
- **Organize press events**, webinars, and virtual media briefings to increase the visibility of Clean Tech projects and initiatives.
- **Collaborate with PR teams** to develop crisis communication strategies and ensure the Hub's narrative is consistent across all channels.

5. Analytics & Reporting:

- **Track and analyze media coverage** and social media performance metrics to measure the effectiveness of media campaigns and content initiatives.
- **Provide regular reports** on media impressions, social media engagement, and overall campaign performance.
- **Use insights and data** to refine strategies, ensuring continuous improvement in campaign outcomes.

6. Brand Advocacy & Thought Leadership:

- **Position Clean Technology Hub** as a thought leader in the clean tech and sustainability space by promoting key industry discussions, reports, and innovations.
- **Create content that positions executives and team members** as experts in clean technology, sustainability, and energy innovation, contributing to industry dialogues and media discussions.

Skills & Qualifications:

- **Bachelor's degree** in Communications, Marketing, Journalism, Sustainability, or a related field (Master's preferred).
- **4+ years of experience** in media strategy, communications, or related roles, preferably within the clean technology, sustainability, or energy sectors.
- Proven ability to **develop and execute social media strategies** that drive engagement and foster community around sustainable practices and clean technologies.
- Strong **storytelling and content creation skills**, with the ability to craft messages that inspire and educate various audiences on complex clean tech topics.
- **Experience with media relations**, including pitching stories, securing press coverage, and managing relationships with journalists and influencers.
- Proficiency in **digital marketing tools**, social media management platforms (e.g., Hootsuite, Buffer, Sprout Social), and analytics tools (e.g., Google Analytics, social media insights).
- Solid understanding of **sustainability issues**, clean energy, environmental impact, and related industry trends.
- **Creative and strategic thinker**, with the ability to balance long-term vision with tactical execution.
- Excellent **written and verbal communication skills**, with the ability to create clear, concise, and engaging content for different media.
- **Strong organizational skills** and the ability to manage multiple projects in a fast-paced environment.

Preferred Qualifications:

- **Experience in the clean tech or renewable energy sectors**, or a strong personal interest in sustainability and climate action.

- Knowledge of **SEO best practices** and how to optimize content for search visibility. ● Experience with **video production** or working closely with multimedia teams to produce impactful video content.
- Familiarity with **project management tools** (e.g., Asana, Trello, Monday.com) to streamline workflow and collaboration.
- **Bilingual** (e.g., Spanish, French) is a plus, which is essential for international outreach.

Join us at the forefront of sustainable development as a Media Strategist to help craft compelling narratives that resonate with our target audience, manage media relations, and develop social media strategies that foster a community around clean technology and sustainability.

Interested and qualified candidates should apply [here](#).