

# Project Officer

Full-time

Base Location: Remote working / Delhi NCR (preferred)

Reporting Line: Project Manager

Earliest Start Date: 1 November 2021



Access ○ Inclusion ○ Impact

## About Oorja

Oorja is an award-winning social enterprise based in New Delhi, tackling some of the most pressing challenges in the off-grid energy sector today: renewable energy expansion and energy poverty.

Oorja's focus is on powering beneficial appliances that help users to generate stable incomes, create jobs, and mitigate carbon emissions. Despite urgent need, around 90% of marginal farmers cannot afford to invest in solar technology for their farms. Oorja wants to close this gap. We install, operate and maintain decentralised solar energy systems for community use and sell irrigation, milling and refrigeration as affordable *services* on a pay-per-use basis to marginal farmers, without any upfront cost to them. We operate in rural areas of northern India where farmers are currently reliant on polluting and expensive diesel motors for their energy needs.

Our core strengths are our inclusive, customer-centred business model and a diverse and driven team with shared passion for sustainable development. We are determined to scale up access to essential services among marginalised communities. Some of our supporters and partners in this mission are:



## Role Background

Oorja is seeking a Project Officer with 1 – 3 years of relevant experience to join its head office team. You should cultivate an understanding of and passion for the agriculture, energy or livelihood sectors. This is a multidisciplinary role in which you will be conducting data analysis, communications and research to support the expansion of Oorja's agri-energy services. You must be proficient with data cleaning, analysis and presentation in Excel and ideally in Google Data Studio. You will bring strong written English skills to contribute creatively to the company's branding, organisational communications and investor and donor reporting. You will also conduct desk research to help with strategy development for geographical expansion and for new offline and digital service offerings to smallholder farmers. You should have a proven track record of achievement of targets and be comfortable working in a mission-driven start-up environment. We strongly encourage women candidates to apply for this position.

## Key Duties

- Digitise, analyse and present customer and site data for demand assessment and site selection
- Quantitative and qualitative impact data analysis based on M&E framework and preparation of impact and investor reports
- Collect, clean, store and manage both qualitative and quantitative data in Excel and Google Data Studio for use in business development and evaluating business decisions
- Desk research and assistance with strategy development for new online and digital service offers to benefit small and marginal farmers
- Desk research and identification of opportunities and partners for expansion into new geographies and markets
- Create and publish content for social media, website, monthly newsletters, blogs, media publications, and other organisational communications

## Roles and Responsibilities

The Project Officer's responsibilities include, but are not limited to:

### Data Analysis and Presentation

- Digitalisation in KoboToolbox of data collected from demand assessments and site surveys prior to implementation of solar projects
- Cleaning, analysis, visualisation and presentation of demographic, socio-economic, agricultural and geographical data relevant to solar projects (resource potential, ability and willingness to pay, cropping patterns, etc.)
- Preparing biweekly reports on site pipeline for discussion with the ground teams and approval from the management; developing and maintaining a pipeline of suitable project sites
- Inputting monthly data into Google Data Studio and updating dashboards; calculating and presenting key performance indicators (KPIs) and impact metrics
- Presenting quantitative and qualitative impact data collected via standardised baseline and periodic surveys; guiding field teams on effective data collection; data cleaning, analysis and visualisation in Excel or other suitable software; calculation of impact metrics and social return on investment (SROI)
- Diagnosing the effectiveness of various customer acquisition and sales strategies with support from KPI and impact data available in Google Data Studio

- Report writing for internal and external audiences: project reports; performance and impact reports; quarterly project reports; reporting to investors and donors in designated format
- Assist with implementing new digital technology and tools, including for customer relationship management, billing, payments, surveying, routine maintenance and project monitoring

#### **Desk Research**

- Desk research to inform the provision of new agricultural services to smallholder farmers, including energy services, advisory services, rental services, input procurement, etc.; design surveys and support with collection, digitisation, presentation and analysis of primary data with assistance from Oorja's ground teams
- Supporting with development of customer segmentation, pricing and market entry strategy for new services; support with the implementation of pilot projects
- Secondary research to identify target geographies for expansion of services
- Researching, identifying and assessing new partner organisations
- Support with development of training and capacity building modules to strengthen farmers' agricultural livelihoods in conjunction with energy services being delivered by Oorja

#### **Communications & Other**

- Production of written, graphic and audio-visual material to showcase Oorja's projects and impact
- Drafting and publishing written content to raise the organisation's profile among different circles and attract the attention of potential funders and collaborators: monthly newsletters, blogs, social media posts, website, contributions to publications, media and conferences
- Developing, managing and scheduling social media content and other communications
- Support management with writing fundraising applications and proposals to foundations, business competitions and other grant funders
- Perform any other tasks assigned from time to time by the management

### **Qualifications, Skill & Qualifications**

- At least 1 year of relevant professional experience in India, with a strong interest and understanding of agriculture, livelihoods and energy issues in rural India
- Postgraduate degree in a relevant discipline (preferred, but not essential)
- High degree of computer literacy with an excellent command of data analysis tools (MS Excel); experience with Google Data Studio will be a plus but is not essential; graphic design and photo editing skills (Canva, Adobe Creative Suite, Prezi) is preferable
- Solid understanding of impact monitoring and evaluation methodologies, tools and software; prior experience in collecting field data in rural India will be helpful
- Excellent spoken and written communication skills in English and Hindi
- Demonstrated organisational skills and attention to detail; ability to work independently to meet deadlines and adhere to high quality standards
- Ability to work within a multidisciplinary, international team with sensitivity and respect for diversity
- Curiosity, team spirit, commitment and passion about the social and environmental challenges that drive Oorja's work
- Ability and willingness to travel to rural areas of India for fieldwork occasionally

## Benefits

- Exciting high-impact assignments
- A collegial and creative work environment
- Competitive wages
- You will join a dynamic and passionate team of professionals
- Opportunity to thrive and grow within flat hierarchies in pursuit of an inspiring mission.

## How to Apply

If this exciting opportunity appeals to you, please send your application by filling the online application form before **15 October 2021** – [www.oorjasolutions.org/apply-now](http://www.oorjasolutions.org/apply-now).

## Application Process

Oorja conducts a 3-stage evaluation process. First, a short preliminary interview (45 min) about your background, experience and motivation. Second, a longer interview (2-3 hours) is arranged including assignments to further assess your skills and adequacy for the role, interactions with the team and fit within the organisational culture. Third, a final interview (30 min) with Oorja's external advisors to assess your long-term aspirations and alignment of your learning and growth objectives with the company's mission and goals. Successful candidates in each stage will be notified by email.

## Equal Opportunities and Non-Discrimination Statement

Oorja Development Solutions India Private Limited is an equal opportunity employer that values and respects the importance of a diverse and inclusive workforce. It is the policy of the company to recruit, hire, train and promote persons in all job titles without regard to religion, race, caste, gender, place of birth, sexual orientation, marital status or disability status. Oorja endeavours to provide a safe, diverse and comfortable workplace. Oorja will not adversely discriminate, and prohibits other adverse discrimination at the workplace, against any person on its premises, whether that person is in its employment or otherwise. If you can contribute to our organisation, you are welcome, regardless of your roots, religion, age or gender.