



The Organization

Ashoka University (a non-profit) is a pioneering initiative in India's higher-education space, and one of the most visible academic brands in the country. The University's vision is to build a world-class university in the tradition of the Ivy League and the other top-ranked global institutions. It is also the country's first Liberal Arts and Sciences University built on the principles of collective public philanthropy. We hope to be an institution that creates social impact and transforms India's higher education system.

The Opportunity

We are seeking a creative and detail-oriented Content Writer and Digital Marketing Specialist to join the Ashoka University Communications team to develop content for blogs, articles, social media, the University website, and marketing communication campaigns. The job will require researching varied topics and generating content and unique ideas which enhance Ashoka's position as a world-class university in India

Job Title

Manager, Content & Communications

Reports to

Director, PR & Communications

Location

Ashoka University Campus, Sonapat

Roles and Responsibilities

- Produce well-researched content for multiple platforms such as website, social media and blogs
- Edit and polish existing content to improve readability
- Design and manage digital media campaigns aligned with objectives of Ashoka
- Creation of communications such as presentations, newsletters, event support materials, research papers, and brochures
- Use search engine optimization (SEO) strategies to maximize the online visibility of our website

Qualifications and Competencies

- Bachelor's degree in Marketing/ English/ Journalism along with experience in Graphics or related fields
- Minimum 5 years of experience
- Deep understanding of digital marketing and production
- Solid understanding of web metrics, SEO and digital analytics with the ability to generate, analyze and interpret data
- Excellent oral and written communication skills
- Proven work experience in similar role
- Knowledge of video and picture editing software
- Excellent writing and editing skills in English
- Hands-on experience with Content Management Systems
- Self-motivated and self-directed; able to multitask, prioritize, and manage time efficiently
- Strong interpersonal skills and ability to communicate effectively with colleagues and management

Apply via Email to

connect.hrd@ashoka.edu.in

Submission Details

To ensure that your application is sorted correctly, please mention the complete position name in the subject line. Only applications of short listed candidates will be acknowledged.

Ashoka is an equal opportunities employer. Remuneration will be competitive with Indian non-profit pay scales and will depend upon candidate's experience levels and the overall organization's salary structure.