

**Job Title:** Assistant/Deputy Manager, Content and Social Media

**Location:** Ashoka University Campus, Sonapat

**Nature of work:** Full Time

#### **About Ashoka University:**

Ashoka University is India's leading Liberal Arts and Sciences University providing a distinctive interdisciplinary liberal education at par with the best universities in the world. Located in Sonapat, Haryana, Ashoka is India's first and only not-for-profit University built on the principles of collective public philanthropy.

Ashoka's 2,000-plus students, drawn from 30 states and over 243 cities in India and 27 other countries, receive a world-class interdisciplinary education, led by internationally renowned faculty. The University offers multidisciplinary programs that expose students to diverse perspectives, beyond classroom education. Ashoka students learn to be critical thinkers, effective communicators, and ethical leaders and have been placed in many of India's leading organizations in the consulting, banking, corporate, CSR and social sectors. Ashoka has also developed eleven Centres of Excellence to encourage academic and research collaborations and create societal impact. For further information, visit [www.ashoka.edu.in](http://www.ashoka.edu.in).

We aim to co-create a nurturing space for our students, faculty, staff, donors and community positively through universal values:

- **Being mission driven and authentic**
- **Thinking strategically and creatively**
- **Collaborating with trust and respect**
- **Being accountable and driving for results**
- **Focused on service excellence**

#### **About Department:**

The Communications Department at Ashoka University manages the profile, reputation, media coverage, brand, online presence and external interactions of the University. We do this through multiple channels and have significant internal and external stakeholders. The department has a 360-degree view of all aspects of the University, and ensures that correct and updated information is available and the right facet is presented to the media. We also support internal communications, outreach activities and events.

#### **The Opportunity:**

We are seeking a creative and detail-oriented Content Writer and Social Media 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

#### **Role and Responsibilities:**

- Take ownership of Ashoka's various social media handles (Facebook, Twitter, LinkedIn, Instagram, YouTube) and 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, posters, newsletters, event support materials, research papers, and brochures
- Design posters and other publicity material
- Work with visual comms team to strategize Ashoka's digital media
- Manage Ashoka's website and its updation

## Education Qualification and Competencies:

- Bachelor's degree in Marketing/ English/ Journalism along with experience in Graphics or related fields
- Minimum 3-4 years of experience in a similar role
- 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
- Ability to develop related content for Ashoka's social media platforms, website, email marketing, blogs and articles, for videos, and all other communication collateral
- Good sense of design and knowledge of working with design software like Adobe Suite, Canva or any other design software
- Excellent writing and editing skills in English
- 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
- Basic knowledge and willingness to work with Content Management Systems (WordPress)

## Application Submission Process

Please submit an updated CV at [connect.hrd@ashoka.edu.in](mailto:connect.hrd@ashoka.edu.in) with the subject line – <Job Name\_Applicant Name>.

Kindly ensure that the application includes the last compensation received, expected salary, and notice period.

Only shortlisted candidates will be contacted.

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