

Role: Head – Head - Strategic Communications – Development Team

Reports to: Pro VC- Development, Placements & Alumni Relations

Location: Ashoka University Admissions Office, Vasant Kunj, New Delhi

Experience (in years): Minimum of 12 years

Nature of work: Full Time

About Ashoka University:

10 years ago, we embarked on a journey to establish a world-class, multi-disciplinary, liberal arts and sciences university in India. Built on the finest global best practices of institution and university governance, Ashoka has truly transformed Indian higher education in India with its unique pedagogy, governance and best practices.

Ashoka is today India's #1 liberal arts and sciences university that is home to the most diverse student body, a hub for impactful research and a magnet for best-in-class faculty and staff.

Ashoka has been ranked in top five among private Universities in India by QS Asia and has also secured top rank among all Indian Universities in 'International Faculty' indicator. The University was earlier awarded Diamond rating by QS I. GAUGE as a recognition of its continuous focus on academic rigour, inter-disciplinary pedagogy, world class faculty, academic research, innovative modules of engagement with the community and teaching methods. For further information, visit 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**

Role Summary:

This is a global role and responsibilities include articulating, positioning and communicating the Ashoka vision and project to a global community of donors. The key deliverable is communicating, driving and powering the vision of the university towards raising **financial resources** to build Ashoka.

Role and Responsibilities:

- Design communication products for ultra-high-net worth, high net worth, corporate and annual fund donors – both domestic and international
 - Through communication products and strategies, present the Ashoka University project to a global audience
 - Working closely with the team for communications material– marketing collaterals, pitch documents, etc
 - Building a long-term and sustainable brand and presence with Ashoka's donor community

- Leads communications strategy from the development team including oversight and integration of Ashoka brand identity into written and electronic (email, web, social media) communications
- Actively engage with donors, through communication with the goal of converting one-time donors to recurring donors and smaller donors to larger and major donors.
- Oversees the writing and editing of all solicitation communications
- Serves as lead for producing and maintaining fundraising materials for donor meetings.
- Oversee regular communications content, including monthly newsletters, annual reports and website
- Initiate strategic communications in alignment with and support fundraising goals.
- Generate fundraising and interpretive materials for specific audiences, including content for appeal and thank-you letters, and other donor communications.
- Craft high-quality proposals and align the financial needs of the university to the giving objectives of donors.
 - Content on websites, annual reports, books – convocation booklet, et al to be designed
 - Merchandising including concrete booklets to be designed

Eligibility:

- Bachelors degree in Public Relations, Communications, Journalism, Marketing, or related field required.
- Five to eight years of experience in communications, or related field required with supervisory experience preferred.
- Leadership role for at least 5 years in marketing/business development/ fundraising
- Candidates from publications, editors of magazines, journalists, will be preferred

Skill Sets and Competencies

1. **15 - 20 years of experience** as a complete communication professional
2. Exceptional writer & thinker
3. Excellent people, project and time management skills
4. Intellectually curious and creative person
5. Must be very hands on, a non-delegator and a good team player
6. Someone who can think about Ashoka strategically while positioning Ashoka amongst leading organizations

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.