

## **Job Title: Assistant Manager - Communications: Centre of Social Impact and Philanthropy**

Ashoka University is a private, non-profit university. An unprecedented example of collective public philanthropy in India, it is a pioneer in its focus on the Liberal Arts. The University offers undergraduate and postgraduate programs across the humanities, social sciences and fundamental natural sciences. The aim is to help students become well-rounded individuals who are able to think critically about issues from multiple perspectives, communicate effectively and go on to become ethical self-aware leaders with a commitment to public service. Ashoka has built collaborations with University of Pennsylvania, University of Michigan, Carleton College, King's College London, Sciences Po, UC Berkeley, Trinity College Dublin and Yale University. To learn more about Ashoka University visit <http://ashoka.edu.in>

**About the Centre for Social Impact and Philanthropy (CSIP):** The University's focus is on attracting the brightest students, putting them under the guidance of the most inspirational faculty, and developing a global reputation for innovative research. Faculty and students come from across the country, and the world, and Ashoka is committed to maintaining the highest intellectual and academic standards.

Along with having a robust academic program, the University is home to Centers of Excellence that address some critical areas of relevance to society, and India in particular. This includes the Centre for Social Impact and Philanthropy (CSIP), which aims at being the foremost Centre in India for research and capacity-building towards the critical advancement of social impact. The Centre's research will be focused on critical topics in the space of social impact, in strategic philanthropy in particular, with emphasis on applied research.

**About the role:** Centre for Social Impact and Philanthropy is looking for an Assistant Manager - Communications, to strengthen content and design across its website, social media and publications, thereby playing a vital role in brand building and knowledge management. The candidate should have flexibility to work on multiple projects with various team members. The candidate should also have the ability to assess effectiveness of communications through data and analytics.

### **Key Responsibilities**

- Creating content and design according to the content calendar for social media, website, special reports and other external as well as internal facing documents and properties
- Ideation, design and development of collaterals (branding, infographics, other outreach material)
- Maintaining all social media handles and analysing data on engagement, visitors and followers on social media properties
- Updating content on CSIP website and tracking engagement data
- Coordinating with external consultants and vendors for creation and delivery of audio/visual material
- Creating newsletters for stakeholders - donors, students, partners
- Documenting the processes, good practices and success stories related to internal and external communication at CSIP

### **Requirements**

- Strong and error free oral and written communication skills
- Strong and error free content writing skills (preferably in both English and Hindi)
- Designing collaterals in consonance with brand guidelines
- Ease of working with data and numbers; expertise in analytics will be an added advantage
- At least 3 years of relevant work experience
- Ability to multitask and work across functional teams
- Interest in the social impact sector
- Right to work in India
- A bachelor's degree in Development Communication / Literature / Journalism / Fine Arts or related field
- Knowledge of Wordpress, Canva, Excel and Google Analytics will be a plus

### **Benefits**

#### **Compensation:**

Competitive, based on experience.

**Location:** Based in, or with travel to, Sonipat 3-4 days a week.

#### **Skills required:**

- Strong interpersonal and communication skills are important
- Strong administrative and organizational abilities
- Comfort with the MS Office suite

**Days of work:** This is a full-time role, Monday - Friday

### **Application Details Required:**

- To apply, please send the following:
  - a. A cover letter
  - b. Your resume
  - c. The name, designation and contact details of a referee from your most recent professional/academic endeavour. They may be contacted by us as part of the process.
- Interested candidates can share their updated CVs on [connect.hr@ashoka.edu.in](mailto:connect.hr@ashoka.edu.in) clearly mentioning <Position applied for – Department> in the subject line.
- Deadline for receiving applications: April 27, 2022.

***Only shortlisted candidates will be contacted***