

Job Title: Senior Manager/Assistant Director, Outreach (North/NCR)**Reports to:** Senior Director, UG Outreach**Location:** Vasant Kunj, New Delhi (on-site)**Prior Experience (in years):** Minimum 8 - 13 years**Nature of work:** Full Time**About Ashoka University:**

Ashoka University is a pioneering university in India, providing an interdisciplinary liberal education on par with the best universities in the world. Ashoka students learn to be critical thinkers, effective communicators and ethical leaders, from outstanding faculty who have previously taught in leading global and Indian universities. In a very short time, the university has established a stellar reputation for quality of faculty and student experience. Ashoka University students have been placed in many of India's leading organizations in the consulting, banking, corporate, CSR and social sectors.

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 and Responsibilities:

- **Strategy**
 - Developing annual outreach plans – in person and online sessions for the Outreach team while working closely with the Director, Outreach
 - Designing and leading Outreach strategy for your regions
 - Responsible for achieving outreach targets for the assigned region
 - Design and implementation of outreach strategies to maximise reach to the target audience for UG programs
 - Analysing regional/national data analytics to identify trends, best practices, and growth strategies
- **People**
 - Recruit, lead, and manage a team of regional/ territory managers
 - Define and monitor KPI's for the team
 - Team Training & Retention
- **Operations**
 - Efficient implementation of operational initiatives such as principals' meets, press briefings, open houses, participation in career fairs etc with a view to maximizing reach to the target audience
 - Developing and executing online digital campaigns to maximize reach to the target audience
 - Ensuring the effectiveness of academic workshops run by faculty at schools or sites or online
- **Relationship Management**
 - Relationship manager for the geographic domain of North/NCR region
 - Nurturing and managing existing and prospective relationships with school administrators, counselors and third parties/ business associates to set up interactions with students and parents of target groups

Eligibility:

- Master's degree or equivalent from a top tier institution
- Minimum 8-13 years of experience with premier organizations
- Experience in business development and marketing strategies
- Demonstrated experience in leading teams and driving business outcomes

Skill Sets Required:

- Strong relationship management skills
- Strategic thinking and problem-solving skills
- Leadership and people management skills
- Strong interpersonal skills
- Exceptional communication skills (in person and online)
- Travel will be required

Application Submission Process

Please submit an updated CV at connect.hr@ashoka.edu.in with the subject line –
<Job Name+Department Name_Applicant Name>.

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

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.