

**Job Title: Manager, PR and Communications**

**Reports to: Director, PR and Communications**

**Location:** Ashoka University Campus, Sonipat (Haryana)

**Experience (in years):** 5-6 years of relevant work experience

**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 the top five among private Universities in India by QS Asia and has also secured top rank among all Indian Universities in the 'International Faculty' indicator. The University was earlier awarded Diamond rating by QS I. GAUGE as a recognition of its continuous focus on academic rigor, 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](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 communications manager will have a key role to play within the team and should have the requisite skills to manage internal expectations and achieve external leverage and do so in a cohesive, keeping Ashoka University's vision and mission as well as the brand ethos in focus.

### **Role and Responsibilities:**

KRAs include, but aren't limited to –

- Ability to curate and generate content like blogs, articles, and opinion pieces for Ashoka's website and social media
- Proven track record of working with Indian media and strong evidence of direct networks
- Develop and implement communications campaigns and strategies and monitor their success
- Create and deliver an internal newsletter on a monthly basis which is sent to all internal and external stakeholders
- Internal communications engagement including liaising with various departments, centers, academic and non-academic staff, and other stakeholders
- Capacity for networking to establish effective working relationships and partnerships with diverse stakeholders
- Ability to take the initiative, manage high workloads and deliver outputs to agreed deadlines

## Eligibility:

- Bachelor's and/or Master's degree with 5-6 years of relevant work experience
- Possesses exceptional writing and oratory skills, can multi-task efficiently, and deliver consistently
- Diploma in journalism, advertising, PR, or comparative qualification is essential
- Adept in MS Office (Word, PowerPoint, Excel, Outlook, and Publisher) and Photoshop
- Well versed in social media content creation
- Collaborative, punctual, energetic, willing to learn, team-player, detail and action-oriented, willing to travel, and creative
- Ability to build a team
- Strong project management ability
- Ability to communicate effectively and succinctly with different audiences
- Capacity for networking to establish effective working relationships and partnerships with diverse stakeholders
- Ability to handle multiple tasks simultaneously

## Application Submission Process

Please submit an updated CV at [connect.hr@ashoka.edu.in/](mailto: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.

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.