

Job Title: Head – Brands & Communications

Location: NCR

Experience (in years): 12-15 years

Reports to: VP (External Engagement), Ashoka University

Nature of work: Full Time

About Ashoka University:

Ashoka University is India's premier interdisciplinary teaching and research university. Founded in 2014, the University is acknowledged as a pioneer in governance, pedagogy, quality of teaching, international partnerships, and innovation. It has a holistic approach to education, providing its students (who are selected through a stringent Admissions process) with the skills they need to navigate the complex challenges of the 21st century. Its 3300-plus alumni are making a significant impact across hundreds of prominent organizations and dozens of leading higher education institutions across the world. Its faculty and Centres of Excellence are conducting cutting-edge research into important scientific, societal, economic, and political issues. It is now entering a new phase of growth with major investments in the Sciences, which will produce high-level research into key areas of scientific inquiry.

Ashoka University has built a unique brand for itself, which needs to be managed strategically to ensure a strong and consistent brand presence across all audiences and touchpoints of the University. The University does not do mass media advertising but communicates with its stakeholders (students, parents, recruiters, alumni, founders, potential employees, regulatory authorities, and institutional partners) through multiple platforms. Ashoka University has a strong social media presence and a rapidly growing website and features regularly in media stories for its achievements.

Role and Responsibilities:

The Marketing Head will be a dynamic leader, responsible for devising category-leading brand and marketing strategies for Ashoka University in line with the University's overall strategy and executing them across various platforms to reach its different audiences optimally. They will enhance the Ashoka University brand continuously and take the University's global reputation to the next level. They will be responsible for the creation of the highest quality online and physical content (on par with global standards), and for growing Ashoka University's social media platforms and website significantly in terms of user numbers and engagement. They will work effectively across different verticals and departments of the University to ensure that Ashoka University's brand and communication strategy captures the scope and impact of its numerous initiatives. They will put together and lead a high-performing team, and manage brand agency partners to deliver outstanding results. The Marketing Head will also monitor brand health through a periodic audit, and ensure brand guidelines are followed across the University.

Skill Sets

- Have a Bachelor's and/or Master's degree with 12-15 years of relevant experience in content platforms, start-ups, ad agencies or social media agencies
- Possess a strategic bent of mind combined with strong execution ability
- Have experience of developing very strong brand communications and content (online and physical)
- Be familiar with managing brand agencies and improving brand health parameters
- Make sound marketing decisions based on data and analytics
- Manage resources optimally for the highest ROI
- Have high energy levels, the capacity to learn quickly and a keen eye for detail
- Build productive relationships with all internal and external stakeholders
- Take the initiative, manage high workloads and inspire teams to deliver high-quality output with sharp response times

Application Submission

Please share your CV at connect.hrd@ashoka.edu.in with the job title in the subject line.

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