

Job Title: Copywriter - UG and MA Outreach

Reports to: Head - Digital Marketing

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

Experience (in years): 4-5 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 the 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 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:

- **Be Mission-Driven**
- **Think Strategically**
- **Act Authentically**
- **Take Accountability**
- **Build Collaboration**
- **Deliver Excellence**

Role and Responsibilities:

- Create, proofread, and own all content used for promotion and marketing of the undergraduate and masters programmes
- Conceptualize and develop ad campaigns/copies for various social media platforms
- Collaborate with the design team to write marketing copies for all communication collaterals (flyers, brochures, standees, certificates, etc.)
- Write a wide variety of content for multiple online platforms (marketing emails, social media copies, promotional messages/notifications, blogs, articles, banners, presentations, voiceover scripts, landing pages, etc.)
- Use SEO guidelines to increase web traffic
- Ensure all-around consistency (language, style, fonts, and tone) in accordance with Ashoka brand guidelines
- Brainstorm with the digital marketing team to develop new campaigns across platforms
- Research and competitive analysis to understand market trends
- Analyze and measure content marketing metrics

Eligibility:

- Bachelors or a higher degree of qualification in Advertising, Marketing, Journalism, Communications, or a related field
- Excellent command of the English language – verbal and written, superb vocabulary
- 3-5 years of experience in advertising agencies/corporates, writing marketing copies for B2C digital services across online marketing platforms and social media
- A creative bent of mind with a natural flair for writing, especially in modern/new age/witty/millennial tone
- Ability to write content in a variety of formats (long form, short form, captions, etc.) and tones (modern, witty, new age, millennial, traditional, celebratory, informative, sympathetic, conversational, announcements, etc.) for multiple audiences
- A strong sense of initiative and follow-through.
- A keen enthusiasm for and basic understanding of Web trends and technologies
- Ability to work on multiple projects simultaneously and effectively juggle different writing demands

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.

Only shortlisted candidates will be contacted.

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.