

Job Title: Sr. Manager / Asst. Director – Content

Location: NCR

Experience (in years): 8-10 years

Reports to: Head – Communications & Brands

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 does not do mass media advertising but communicates with its stakeholders through multiple platforms. The University has a strong social media presence and a rapidly growing website. Ashoka University's content strategy aims to communicate the numerous activities of the University in an engaging manner while reflecting its persona as a world-class institution. The objective is to bring out the University's many unique qualities in the most creative ways possible, provide all audiences with a 360-degree view of the University and ensure correct and updated information is available at all times.

Role and Responsibilities:

Reporting to the Head – of Brands & Communication, this role will be in charge of all written, video, and audio content for Ashoka University and create a powerful narrative for the institution. They will manage the Content team of writers, designers, photographers, and video creators and ensure the achievement of the highest creative standards, usage of the latest tools and techniques, and tailoring of content appropriately for different audiences. They will ensure all content is in line with brand strategy, develop and implement communications campaigns and monitor their performance. They will keep the content and design of the Ashoka University website updated constantly to keep pace with the growth of the University and be in line with global standards.

They will schedule content execution in such a way that a complete picture of Ashoka University's activities is available to the external viewer at any point in time. They will also develop a searchable content engine that feeds all outward-facing teams of the University with relevant, up-to-date content about its various aspects.

Skill Sets

- Have a Bachelor's and/or Master's degree with 8-10 years of relevant work experience in a media house, publication (as a features writer/editor), ad agency, social media agency or content platform
- Possess strong experience of creating high-quality social media content (video, audio and written), as well as longer-form content including articles and blogs and other creative output (brochures, collateral, etc.)
- Be agile and rigorous at the same time, to ensure high content quality coexists with high speed of response
- Have high energy levels, capacity to learn quickly and a keen eye for detail
- Demonstrate exceptional project management ability
- Know how to build strong relationships across the organization
- Be adept with MS Office, video editing tools and Photoshop

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