

Job Title: Business Manager

Reports to: Director

Experience (in years): 5-7 years

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 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:

- **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/Centre:

AshokaX is a unique and pioneering initiative by Ashoka University, India's premier Liberal Arts university, to bring its world-renowned faculty and learning experience to a broader audience in India and around the world. Built on a robust intellectual foundation, AshokaX intends to further Ashoka University's mission to be inclusive, innovative, and diverse in its offerings. AshokaX will offer a wide range of online programmes, both live and asynchronous to a broad diversity of learners from high-school and college students to working professionals and lifelong learners.

AshokaX is backed by Ashoka University's unmatched academic and intellectual resources and its strong brand in the Indian higher-education space.

Role and Responsibilities:

AshokaX is looking for an enterprising business manager to manage and oversee specific programmes and offerings on the AshokaX platform, under the guidance and support of the senior leadership. AshokaX is an exciting new online initiative launched by Ashoka University, India's first and premier Liberal Arts and Sciences University. AshokaX has ambitious plans and aims to be a pioneer in online and blended course offerings across disciplines and programme formats.

The business manager will be responsible for all aspects of delivery, revenue, and management on specific offerings on the AshokaX platform.

- They will hold primary revenue responsibility for specific AshokaX programme offerings.
- They will ensure effective funnel and lead management via outreach and admissions initiatives for different programmes.
- They will be responsible for the project management lifecycle of specific programme offerings and coordinate enrollment into specific courses in liaison with the programme team.
- They will manage the outreach and admissions teams for specific programmes including enrollment counselors, helpline callers and other support staff.
- They will work closely with the marketing function of AshokaX to ensure effective lead generation for different programmes.

Eligibility:

The ideal profile for the AshokaX Business Manager position is an enterprising business professional, with revenue, funnel, and team management experience.

- The candidate must have at least 3 years' experience in managing revenue or business for specific product or programme lines in any industry.
- The candidate must have direct team management experience of a sales/tele calling/admissions team in any industry.
- The candidate must be a strong communicator with excellent interpersonal and organizational skills. • The candidate should be intellectually curious, have a grasp of the higher-education market in India as well as awareness of the latest trends and tools in funnel, leads and project management. • The candidate should be comfortable working in a startup like environment with organizational ambiguity, scarce resources and emerging contexts and goals.

Education Qualification: Post graduate

Application Submission Process

Please submit an updated CV at connect.hr@ashoka.edu.in and ashokax@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.