

Job Title: Assistant/Deputy Manager, Communications and Engagement, Young India Fellowship

Location: Ashoka University Campus with occasional flexibility on remote work. There may be travel from time to time.

Experience (in years): 2 or more years

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 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. For further information, visit www.ashoka.edu.in.

At Ashoka, 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

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.

About the Young India Fellowship (YIF): The YIF is Ashoka University's flagship postgraduate diploma programme in liberal studies. Every year, it brings together around 100 young and diverse individuals who showcase exceptional intellectual capability and leadership potential, from diverse academic, professional, socioeconomic, and geographical backgrounds. The YIF exposes them to an array of educational experiences delivered by renowned thinkers, practitioners and scholars. Since 2011, the YIF has groomed over 2100 socially conscious leaders and change-makers for the 21st century.

Role Summary: We are looking for an individual with relevant professional experience who can help strengthen digital outreach, communications, and engagement for the Young India Fellowship. This role is an excellent fit for someone who wishes to explore a career at the intersection of digital marketing, design, communication, community engagement and higher education.

Working with the YIF Team allows you to contribute to the programme as well as the process of building future cohorts. The team structure will enable members to take ownership of work streams catering to their interests and capabilities while collaborating with others toward shared goals.

Role and Responsibilities:

The following are the typical responsibilities expected of a team member in this role. However, based on the selected candidate's qualifications, interests and fit, the Office may modify core responsibilities. Other members will support the chosen candidate across areas of work.

- **Design and Content Curation:** Manage the development, distribution and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and the YIF website. Ensure brand consistency in all external-facing materials.
- **Social Media and Digital Campaign Management:** Includes management of all YIF social media channels, running campaigns towards outreach and brand building, along with a focus on call for applications.
- **Data and Information Management (depending on skillset):** Deploy CRM tools for engaging with candidates across various stages of the outreach and application process and preparing

relevant reports to understand outreach effectiveness. Use data to decide who, where and when to disseminate online content.

- **Videography** (*depending on skillset*): Integration of research into strategy, messaging, story identification and storytelling that can be used for YIF's brand. Conduct filming of the stories with the appropriate lighting and sound recording equipment and dynamic filming of campus events, engagements, and masterclasses.
- **Outreach or Community Engagement**: Leading and/or supporting outreach efforts (across digital platforms, workplaces, colleges, communities, and other relevant stakeholder groups). Additionally, the candidate would support delivery and coverage of several new programmatic engagements for Fellows on campus.
- **Other Responsibilities**: May emerge from time to time as a consequence of the individual's interests or capabilities, or requirements of the Office.

Skill Sets and Competencies

Preferred Mindset

- Comfort with building relationships across individuals and teams.
- A commitment to higher education from a diversity, equity, and inclusion perspective.
- Enjoys the challenge of working in a dynamic and sometimes ambiguous environment.
- Mission-oriented, collaborative, entrepreneurial and attentive to detail.

Basic Qualifications and Competencies

- An undergraduate degree from a recognized institution in any discipline.
- Work experience relevant to communication, design, community engagement and social media.
- Strong written and verbal communication skills in the English language.

Additional Qualifications and Competencies (*preferred but not essential*):

- A postgraduate credential in a field such as liberal arts, management, development studies or education. Young India Fellows are typically well suited for this role.
- Prior experience in working across teams in a university setting, or a good understanding of the Indian higher education landscape.

Start Date: Immediate, but negotiable based on candidature.

Reporting to: Manager/Senior Manager, Young India Fellowship

Application Process: Email yif@ashoka.edu.in and connect.hr@ashoka.edu.in with (1) your latest CV and (2) a statement describing your fit for the role. Please specify at least three areas of work (from the role and responsibilities section above) that you can contribute to effectively and include any links to your work if relevant.

Priority Deadline: **30th August 2022**. However, exceptional applications after the deadline will be considered as well. Only shortlisted applicants will be contacted. For queries, please email yif@ashoka.edu.in.