

**Job Title: Senior Adviser for UP BIU**  
**(Behaviour Science Specialist for Uttar Pradesh Behavioural Insights Unit)**

**Reports to: Deputy Director, State BIU, CSBC**

**Location:** This role is based in Lucknow. Applicants who can work in Lucknow full-time will be preferred; and applicants who can work in Lucknow for a minimum for 10 days a month will be considered. The candidate should have work authorization in India (preferably Indian citizenship or Overseas Citizenship of India).

**Experience (in years): A minimum of 6 to 8 years of work experience**

**Nature of work: Full Time (as Consultant)**

**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](http://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**

**About Department/Centre:**

**Centre for Social and Behaviour Change (CSBC)** was founded by and is part of Ashoka University, India's leading liberal arts university, and is supported by the Bill and Melinda Gates Foundation. Since our inception, we have been dedicated to expanding and sharing knowledge and underscoring behavioural science's role in building public policies that directly impact society.

We seek to establish a globally reputed Indian institution, driving behavioural change measures for people and communities in need. We advance the science and practice of behaviour changes, harnessing cross-disciplinary expertise to improve outcomes in nutrition, sanitation, maternal health, family planning, and financial services through a mix of behavioural change programmes, foundational research and capability building.

**Role and Responsibilities:**

The Behaviour Science Specialist will lead partner relations and the setting up and running of a portfolio of behavioural science related projects in the state of Uttar Pradesh; the responsibilities will include:

- **Stakeholder management:** giving visibility to the value of behavioural science to decision makers in government and their partners in Uttar Pradesh;
- **Ideating and setting up new collaborative projects:** working closely with senior government officials, partners, and the CSBC team to identify new projects with behavioural solutions and planning the pathway to launch the projects;
- **Capacity building of** government officials, enabling them to use behavioural insights in their day-to-day work and programmes and apply them to policy priorities through developing a kit of case studies, briefings, and professional tools;
- **Advisory services:** Provide rapid advisory services to states/districts on the integration of behaviour change components into ongoing programmes;

- **To engage partner organisations** to bring in additional expertise for complex projects where there are specific needs;
- **Deepen understanding of the government system:** guide the UP BIU team to study how behavioural interventions can operate in the structures and systems in government, and to prepare scale-up plans for government departments

#### **Eligibility:**

- A track record of establishing and managing partner relations for organisations to collaborate;
- An ability to construct a vision and the pathways for getting work done in a complex and changing environment;

#### **Education Qualification:**

- Bachelor's or Master's degree in economics, social sciences, public policy, sociology or related fields;

#### **Competencies:**

- The Behaviour Science Specialist will be responsible for setting up research projects and creating pathways to scale-up through understanding the policy context, working closely with government officials and applying a behavioural science lens.

#### **Skill Sets:**

- Strong communication skills, including official correspondence, presentations, project proposals, and executive reports;
- Fluency in English and Hindi (required).

**Last Date for Application:** Within 15 days from the date of publishing. However, we recommend that you apply early as applications will be processed as they are received and the position may be filled before the closing date.

#### **Application Submission Process:**

- Please submit an updated CV at [careersatcsbc@ashoka.edu.in](mailto:careersatcsbc@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.

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**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.