Job Title: Assistant Manager - Communications

Reports to: Director

Location: (Based in, or with travel to, Sonipat 1-2 days a week)

Experience (in years): 3-5 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:

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

About Department/Centre:

Centre for Social Impact and Philanthropy is looking for an Assistant Manager - Communications, to strengthen content and design across its website, social media, and publications, thereby playing a vital role in brand building and knowledge management. The candidate should have flexibility to work on multiple projects with various team members. The candidate should also have the ability to assess effectiveness of communications through data and analytics.

Role and Responsibilities:

The candidate will be responsible for the following:

- Creating content and design according to the content calendar for social media, website, special reports and other external as well as internal facing documents and properties
- Ideation, design and development of collaterals (branding, infographics, other outreach material
- Maintaining all social media handles and analysing data on engagement, visitors and followers on social media properties
- Updating content on CSIP website and tracking engagement data
- Coordinating with external consultants and vendors for creation and delivery of audio/visual material
- Creating newsletters for stakeholders - donors, students, partners
- Documenting the processes, good practices and success stories related to internal and external communication at CSIP

Eligibility:

- Strong and error free oral and written communication skills
- Strong and error free content writing skills (preferably in both English and Hindi)
- Designing collaterals in consonance with brand guidelines
- Ease of working with data and numbers; expertise in analytics will be an added advantage
- At least 3 years of relevant work experience

- Ability to multitask and work across across functional teams
- Interest in the social impact sector
- Right to work in India
- Knowledge of Wordpress, Canva, Excel and Google Analytics will be a plus

Education Qualification : A bachelor's degree in Development Communication / Literature / Journalism / Fine Arts or related field

Application Submission Process

Please click here and upload the following documents.

- One-page resume

- Cover letter Subject line - [Assistant Manager - Communications: (Applicant Name)]

- What has been the most transformative experience in your life, and why? (Max 300 words)

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.