

Job Title: Assistant Manager – Outreach

Reports to: Director

Location: Delhi, NCR

Experience (in years): 2-5 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:

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:

The Assistant Manager - Outreach will work across aspects of outreach and intake for AshokaX' online offerings for high-school, college and working professional audiences.

- They will help identify the right audiences for AshokaX programme offerings, develop targeted outreach initiatives and execute and monitor effective intake efforts.
- As part of a small team, they will play a key role in driving outreach, under supervision, for AshokaX programmes across marketing channels including social media, email marketing and others.
- They will be responsible for lead management, conversion optimization performance and class composition for specific courses.
- They will be responsible for building overall brand awareness, marketing momentum and positioning for AshokaX as a unique, pioneering online learning initiative in India.

Eligibility:

The ideal profile for the AshokaX Assistant Manager Outreach position is a skilled, enterprising marketing operations professional, well versed with best-in-class marketing practices, higher-education audiences and conversion optimization techniques.

- The candidate must be a **strong communicator** with a keen interest and passion for higher-education expansion, the new learning economy and online as a medium.
- The candidate must have **exceptional organizational abilities** with a firm grasp of project management tools and techniques.
- The candidate should have a strong grasp of **outreach and marketing practices**, including lead generation, customer relationship management and conversion optimization.
- The candidate must have **at least 3 years** of work-experience with specific exposure to B2C marketing and outreach and/or higher-education and admissions & intake.
- The candidate must have experience of **direct sales** in some form, across experiences, to potential customers via email, phone or in-person.

The Assistant Manager - Outreach will work with and report to the Director, AshokaX. The position is based out of New Delhi.

Skill Sets :

- Purpose- driven and mission-led individuals deeply invested in the role of education for mass societal impact
- Ability to work in a fast paced, high growth and continuously evolving environment
- Result driven professionals, who can think creatively on the go and problem solve to deliver desired outcomes on time and of the highest standards
- People who work well in teams and can collaborate across teams, functions and levels in the organization.
- Operationally strong, process driven & detail oriented
- Strong oral & written communication skills

Application Submission Process

Please submit an updated CV at connect.hr@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.