

Job Title: Visibility Associate (Contract)

Reports to: Communications Manager, CSBC

Location: New Delhi

Experience (in years): 2-4 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, 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 the top rank among all Indian Universities in the 'International Faculty' indicator. The University was earlier awarded a 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) is a leading Indian behaviour science institution, driving behavioural change measures for people and communities in need. CSBC advances the science and practice of behaviour change, harnessing cross-disciplinary expertise in the areas of nutrition, sanitation, maternal health, family planning, and financial services. The Centre executes this vision through behavioural change programmes, foundational research, and capability building. For more information, please visit csbc.org.in

Overview of the Role:

We are looking for an energetic Visibility Associate with 0-2 years of experience to use data and storytelling to amplify the impact of the work undertaken by the Centre for Social and Behaviour Change (CSBC). The Associate will work towards establishing CSBC as India's leading institution in the behaviour science space through a series of outreach initiatives that align with this strategic goal. The work will involve three focus areas. First, the Associate will support the ideation and implementation of the Centre's branding and communications strategy. Second, the Associate will develop and execute visibility and advocacy plans for individual projects. Third, the Associate will be responsible for creating appropriate avenues and products to disseminate CSBC's research and policy insights among stakeholders.

Role and Responsibilities:

- Visibility: Ideating and implementing projects to communicate the impact of CSBC's work and ensure the CSBC brand is suitably represented to the outside world.
- Knowledge product creation: Liaising with internal teams to identify opportunities and create knowledge products. This includes conceptualisation, development, and dissemination among key stakeholders.
- Research: Engaging in research activities to contribute to knowledge creation and curation of issue-based briefings on behalf of CSBC.
- Content writing: For various media, including (but not limited to) our newsletters, website, and social media in English and possibly Hindi.
- Website management: This involves vendor management, tracking website analytics, and content creation (copy and design).
- Any other tasks assigned by senior management.

Eligibility:

- Bachelor's degree in journalism or social science.
- Excellent written and verbal communication skills.
- 2-4 years of relevant work experience in a relevant role.
- Experience in online community-building
- Ability to handle multiple tasks effectively.
- Strong organisational and project management skills to produce quality deliverables in a timely manner.
- Fluency in written and spoken English and Hindi (required)
- Proficiency in Microsoft Office, Canva, Google Analytics, and other relevant programmes.

Last Date for Application: We recommend that you apply early as applications will be processed as they are received, and the position will be filled once the right candidate is found.

Application Submission Process:

Please submit an updated CV to careersatcsbc@ashoka.edu.in and CC vanni.sharma@ashoka.edu.in with the subject line – **Visibility Associate - CSBC**.

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 organisation's salary structure.