

**Job Title:** Senior Manager, Strategic Communications

**Reports to:** Director, Strategic Communications

**Location:** New Delhi

**Experience (in years):** 10-12

**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 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 a Diamond rating by QS I.GAUGE as a recognition of its continuous focus on academic rigor, inter-disciplinary pedagogy, world-class faculty, academic research, innovative models 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 through the following universal values:

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

**About Department/ Centre/Function:** We are looking for a Senior Manager, Strategic Communications who will work across five verticals: Development, Alumni Relations, Parents, Career Development Office (CDO) and Merchandise operations. The role is exciting and challenging and will lie at the intersection of communications and fund-raising/ alumni relations/ admissions. It will require innovative thinking, extraordinary storytelling skills and the ability to create content at par with global best practices.

The candidate will join a team of young and passionate communications professionals who have been crafting compelling content to drive the unique collective philanthropic model that lies at the heart of Ashoka's journey.

**Role and Responsibilities:**

- Build upon and further develop the existing Strategic Communications plan to create high-impact, clutter-breaking communications collaterals that drive fund-raising efforts for the University.
- Ideate, innovate and create global communications products across print and audio-visual platforms
- Develop and drive content strategy such as communications collaterals and proposals that aid and impact fund-raising for the University
- Work with members across different University teams to organise key institutional events
- Support and implement communications and fund-raising events as and when required.
- Liaise with different agencies to implement exceptional world-class communications assets across different formats.

**Education Qualification:**

Postgraduate degree in Literature/Mass Communications/Journalism or a related field.

**Competencies:**

- Excellent writer, exceptional editor
- Outstanding fluency in written and spoken English.
- 10-12 years of professional experience in journalism, corporate communications or in development communications
- Prior experience in strategic communications, advocacy, fund-raising is desirable.
- Multi-skilled in content creation, designing, implementing 360-degree communications campaigns.
- Strong relation-building skills with key stakeholders

**Skill Sets:**

- Team player and collaborator
- Innovator
- Proactive and willing to learn, un-learn and re-learn.
- Strong leadership skills
- Good organizational skills and multi-tasker
- Highly motivated and self-driven
- Ability to challenge the status quo.

**Last Date for Application: 6<sup>th</sup> March 2023**

**Application Submission Process:**

Please submit an updated CV at [connect.hr@ashoka.edu.in](mailto:connect.hr@ashoka.edu.in)/ Centre's ID (As per requirement), 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.

Candidates applying after the due date will not be considered.

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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 organization's overall salary structure.