



Job Title: Communication Lead, LiFE

Reports to: Senior Adviser, NITI-BIU

Location: Delhi, India

Experience (in years): Minimum 5 years' experience in copy editing, writing, content creation, public relations and other aspects of communications, preferably in the development sector

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 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 <https://csbc.org.in/>.

To introduce a novel paradigm of behaviourally informed policy design and implementation in India, NITI Aayog partnered with the Bill and Melinda Gates Foundation (BMGF) and Centre for Social and Behaviour Change (CSBC) in 2019 to institute the Behavioural Insights Unit of India (NITI-BIU).

Role and Responsibilities: Mission LiFE is an India-led global mass movement that will nudge individual and collective action to protect and preserve the environment. It is a priority area for the G20 Indian Presidency and also a national priority for India.

Under the Mission, the NITI-BIU is leading the Global Call for Ideas & Papers and anchoring other work streams to drive Mission LiFE on the global stage in partnership with other countries, climate leaders, and multilateral bodies.

In this context, the NITI-BIU is looking to onboard a Communications Coordinator to work on Mission LiFE immediately. They will support strategic communications and public relations activities under Mission LiFE. **The role presents a unique opportunity to work with the highest government offices in the world and to bring together decision makers towards making a change in the climate crisis.** The roles and responsibilities will include the following:

- Lead visibility priorities and outcomes under Mission LiFE.
- Ideate and implement projects to meet the visibility outcomes, including designing and implementing campaigns, tracking and analysing media and social media analytics, etc.
- Lead the development of communication collateral, including social media outputs, op-eds, press releases, talking points for senior stakeholders, etc.
- Build and manage a collateral library.
- Build and manage a calendar of events.
- Provide communication support to other LiFE teams, as required.
- Other tasks as assigned by the supervisor.

Eligibility: 5 to 7 years of experience in communications and public relations, preferably in a public sector setting.

Education Qualification: Master's degree or certification in social and public communication, journalism, psychology, behavioural science, or other relevant fields.

Competencies and skills:

- Exceptional verbal and written communication skills, including drafting, copyediting, and presentation-making skills
- Strong content creation ability, including articles, strategic talking points, social media content and creative and others
- Good understanding of government systems, at national and state levels
- Extraordinary attention to detail with an ability to execute and support multiple work streams simultaneously.
- High degree of comfort with change, ambiguity, and fast-paced work.
- Demonstrated ability to self-start, work cross-functionally, and manage multiple stakeholders.
- Knowledge of design software, such as InDesign, Photoshop, Canva, Illustrator, Correl, etc.
- Knowledge of media analytical tools, such as Google Analytics, etc.
- Excellent knowledge of MS Office.

Last Date for Application: Applications will be accepted on a rolling basis. The selected candidate will be expected to join at the earliest.

Application Submission Process:

Please submit an updated CV at careersatcsbc@ashoka.edu.in, with CC to arushi.malhotra@ashoka.edu.in with the subject line – <Communication Lead-LiFE_Applicant Name>.

Kindly ensure that the application includes the last compensation, 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.