

**Job Title:** Outreach and Advocacy Lead, LiFE

**Reports to:** Senior Adviser, NITI-BIU

**Location:** Delhi, India

**Experience (in years):** Minimum 5 years of experience in impact consulting, outreach and advocacy, business development, stakeholder management and other

**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](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 <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 an Outreach and Advocacy Coordinator to work on Mission LiFE immediately. They will work closely with multiple internal and external stakeholders to coordinate and deliver outputs 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 overall management of outreach and advocacy to national and international stakeholders under LiFE
- Lead the creation and maintenance of global and national databases for multiple project streams.
- Lead and manage project performance analytics, including analysing outreach efforts and planning for course correction as needed.
- Create materials for senior and strategic discussions, such as review presentations, concept notes, etc. as required; record minutes and key action points; follow-up with relevant stakeholders.
- Coordinate with multiple teams and ensure timely delivery of outputs.
- Provide strategic cross-functional support to other LiFE teams, as required.
- Other tasks as assigned by the supervisor.

**Eligibility:** Minimum 5 years of experience in public sector consulting, including (but not limited to) fellowships with Parliamentarians, Ministers, and other senior government officials.

**Education Qualification:** Master's degree in business administration, public policy, public administration, or other relevant fields.

**Competencies and skills:**

- Strong understanding of government systems, preferably at the national and state levels.
- Strong ability to problem-solve rapidly, manage projects with multiple stakeholders, and proactively identify and undertake advocacy efforts.
- Extraordinary attention to detail with an ability to track and execute multiple work streams

simultaneously.

- Demonstrated ability to self-start, work cross-functionally, and manage multiple stakeholders.
- High degree of comfort with change, ambiguity, and fast-paced work.
- Strong verbal and written communication skills.
- Excellent knowledge of MS Office.
- Strong drafting skills to develop official and internal communications.

**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](mailto:careersatcsbc@ashoka.edu.in), with CC to [arushi.malhotra@ashoka.edu.in](mailto:arushi.malhotra@ashoka.edu.in) with the subject line – <Outreach and Advocacy Lead-LiFE\_Applicant Name>.

**Kindly ensure that the application includes the last compensation, expected salary, and notice period.**

Only shortlisted candidates will be contacted.

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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 overall organization's salary structure.