

Job Title: Regional Manager - North, Office of Outreach

Reports to: Senior Director, Office of Outreach

Location: Okhla, New Delhi

Experience (in years): Minimum 8 - 13 years

Nature of work: Full-Time

About Ashoka University:

Ashoka University -India's premier interdisciplinary teaching and research university. An institution that has become a beacon of academic excellence in less than 10 years since its inception. At Ashoka, we encourage you to embrace the new, push the boundaries for continuous learning, and adapt to a world of constant change Because we believe that each Ashokan is capable of becoming a thought leader.

As part of our thriving and committed workforce, you will:

Be Mission-Driven: Champion interdisciplinary learning, innovative pedagogy, and academic rigor to transform Indian higher education.

Think Strategically: Collaborate with visionary minds to shape the future of higher education through strategic planning and a forward-thinking approach.

Act Authentically: Embrace authenticity and integrity, fostering an inclusive and supportive environment where every voice is valued.

Take Accountability: Own your work and drive positive change, as an empowering individual seeking to make a meaningful contribution.

Build Collaboration: Experience the power of teamwork and diverse perspectives, working collectively towards our shared goals.

Deliver Excellence: Strive for excellence in all aspects, upholding the highest standards of academic excellence, student support, and professional development opportunities.

At Ashoka University, we are on a mission to redefine higher education and create a remarkable space where innovation and collaboration thrive. As a **pioneering force in interdisciplinary learning**, we **continually grow and adapt** to stay at the forefront of educational excellence with an emphasis on inclusivity and equal opportunity. Our philosophy revolves around **care, well-being, and connection**, which are deeply embedded in everything we do.

When you join our community, you become part of an extraordinary journey in which you can unleash your potential and make a meaningful impact. Where education empowers, where innovation thrives, and where excellence and humility coexist. We truly believe the world will enrich itself when there is progress with purpose.

About Office of Outreach:

The Office of Outreach at Ashoka University engages with a diverse range of schools across India to communicate Ashoka's vision and academic excellence to various stakeholders including principals, counselors, students and parents. Spread across 8 cities, the Outreach team engages with schools across India through school presentations, career fairs, webinars, conferences and other events. A range of digital activities are also undertaken to promote and drive applications for the undergraduate programme through paid and organic social media campaigns, emails marketing, webinars, WhatsApp and SMS communications.

In order to guide prospective students and parents through the holistic admissions process, a team of academic counselors engage in one-on-one telephonic conversations with prospective applicants to help them with the application form and address their queries. The Outreach Office also conducts campus tours for prospective students and parents throughout the year.

Role and Responsibilities:

- **Strategy**
 - Developing annual outreach plans – in-person and online sessions for the Outreach team while working closely with the Director, Outreach
 - Designing and leading Outreach strategy for your regions
 - Responsible for achieving outreach targets for the assigned region
 - Design and implementation of outreach strategies to maximize reach to the target audience for UG programs
 - Analyzing regional/national data analytics to identify trends, best practices, and growth strategies

- **People**
 - Recruit, lead, and manage a team of regional/ territory managers
 - Define and monitor KPIs for the team
 - Team Training & Retention
- **Operations**
 - Efficient implementation of operational initiatives such as principals' meets, press briefings, open houses, participation in career fairs, etc with a view to maximizing reach to the target audience
 - Developing and executing online digital campaigns to maximize reach to the target audience
 - Ensuring the effectiveness of academic workshops run by faculty at schools or sites or online
- **Relationship Management**
 - Relationship manager for the geographic domain of the North/NCR region
 - Nurturing and managing existing and prospective relationships with school administrators, counselors, and third parties/ business associates to set up interactions with students and parents of target groups

Qualifications and Skills Required:

- **Qualifications:**
 - Master's degree or equivalent from a top-tier institution
 - Minimum 8-13 years of experience with premier organizations
 - Experience in business development and marketing strategies
 - Demonstrated experience in leading teams and driving business outcomes
- **Skill Sets Required:**
 - Strong relationship management skills
 - Strategic thinking and problem-solving skills
 - Leadership and people management skills
 - Strong interpersonal skills
 - Exceptional communication skills (in person and online)
 - Travel will be required

Application Submission Process:

We invite you to embark on this journey by submitting your application to Ashoka University's Office of Outreach. To ensure your candidacy receives the attention it deserves, kindly follow the application submission process outlined below:

Prepare an Updated CV: Showcase your professional accomplishments, skills, and experiences in an updated curriculum vitae.

Submit Your Application: Kindly fill out the following job application form:
<https://forms.gle/RVtGtHW7SksfbZHj7>.

Include Essential Details: Along with your CV, kindly provide the following information:

- Last compensation received: We value your expertise and acknowledge the importance of fair compensation.
- Expected salary: Share your aspirations for growth and remuneration.
- Notice period: Inform us of the time required to transition from your current role, if applicable.

Pursuit for Excellence: At Ashoka University, we strive for excellence in all aspects of our operations. Therefore, only shortlisted candidates will be contacted as part of our rigorous selection process.

Adherence to Deadlines: To ensure fairness and efficiency, please submit your application by **28th December 2023 (Thursday)**. Applications received after the deadline will not be considered.

We look forward to receiving your application as we embark together on a remarkable journey of professional growth and development. Join our exceptional community at Ashoka University, where excellence is nurtured, and aspirations are transformed into reality.