

Job Title: Lead - Uttar Pradesh Behavioural Insights Unit

Reports to: Director, CSBC

Location: Lucknow, Uttar Pradesh

Experience (in years): 15+

Nature of work: Full-time based in Lucknow

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 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 Centre for Social and Behaviour Change (CSBC):

The Centre for Social and Behaviour Change (CSBC), Ashoka University - India's leading liberal arts University – is funded by a grant from the Bill & Melinda Gates Foundation (BMGF). The vision of CSBC is to establish an institution based out of India that is globally reputed for thought leadership and excellence in impactful behaviour change interventions for low-income and marginalized populations. The Centre is focused on bringing new capabilities such as behavioural science, design thinking, advanced data analytics and responsive feedback to governments, practitioners and donors to help better design and optimize behaviour change interventions. We work closely with Central and State Governments as well as other stakeholders in the areas of nutrition, sanitation, financial inclusion, maternal & newborn care, data privacy and agriculture.

Role and Responsibilities:

The UP lead will facilitate partner relations and set up and run a portfolio of behavioural science-related projects in the state of Uttar Pradesh; the responsibilities will include:

- Stakeholder management: giving visibility to the value of behavioural science to decision-makers in government and their partners in Uttar Pradesh;
- Ideating and setting up new collaborative projects: working closely with senior government officials, partners and the CSBC team to identify new projects with behavioural solutions and planning the pathway to launch the projects;
- Capacity building of government officials, enabling them to use behavioural insights in their day-to-day work and programmes and apply them to policy priorities;
- Advisory services: Provide rapid advisory services to states/districts on the integration of behaviour change components into ongoing programmes;
- To engage partner organisations to bring in additional expertise for complex projects where there are specific needs;
- A vision for policy change: setting a vision for how behavioural interventions can be part of scale-up plans, and to strengthen structures and systems in government.
- Office management: Manage the UP state office operations and field team based in Lucknow.

Qualifications and Skills Required:

- 15 or more years of work experience with completion of a range of different government/civil society/multilateral organisational implementation programmes;
- An ability to construct a vision and the pathways for getting work done in a complex and changing environment;
- A track record of establishing and managing partner relations for organisations to collaborate;
- Strong communication skills, including official correspondence, presentations, project proposals, and executive reports;
- Bachelor's or Master's degree in economics/social sciences/public policy/public health communications, or MBA.
- Fluency in English and Hindi (required).

Application Submission Process:

We invite you to embark on this journey by submitting your application to Ashoka University's, Centre for Social and Behaviour Change. To ensure your candidacy receives the attention it deserves, kindly follow the application submission process outlined below:

Please send your application to careersatcsbc@ashoka.edu.in with a CC to aastha.bhakhri@ashoka.edu.in

In your application, please include:

- The position title (UP BIU Lead) in the subject line of the email
- Your CV
- Your one-page cover letter highlighting your experience relevant to the job requirements.

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 (1 January 2024). 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.