

Job Title: Programme Associate, Behavioural Insights Unit, Uttar Pradesh (UP-BIU), CSBC

Reports to: Senior Policy Specialist, CSBC

Location: Lucknow, Uttar Pradesh

Experience (in years): 2 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 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 the 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 marginalised 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 optimise 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.

The UP-BIU project is an initiative by CSBC to strengthen policy outcomes in Uttar Pradesh, through the application of behavioural insights across key sectors such as health and nutrition, maternal and newborn care, water and sanitation, financial services, and education.

Role and Responsibilities:

The Associate will be responsible for supporting and coordinating major projects of the Behavioural Insights Unit. We are seeking someone who has excellent communication and design skills, enjoys working with a diverse range of people, has an instinct for problem-solving, and is equipped to deal with complex and large projects. This is an opportunity to work to support the action of the UP BIU to institutionalise the use of behavioural insights in policy design for long-term changes in systems and outcomes. We need someone excited to apply determination and creativity to coordinate across partners and manage project execution in a complex environment.

The Associate will be responsible for the deliverables of the State BIU team, in the following areas:

- **Communications:** will develop reports, presentations and other materials to showcase the project to funders, partners and other members of the ecosystem;
- **Design Assistance:** will coordinate with vendors and other internal teams towards the creation of impactful Social and Behavioral Change Communication (SBCC) collaterals, and independently create mock-ups / low-intensity creatives / audiovisual content using editing tools like Canva, Kinemaster etc;
- **Partner relations:** will work closely with partner organisations to ensure all key stakeholders are regularly briefed on progress and have clarity on the next steps;
- **Project management:** will produce regular project updates, stakeholder analysis, organise meetings and ensure information flow is timely and accurate for all key stakeholders;
- **Scenario planning:** will forecast scenarios, prepare risk analysis reports, and work with the team to plan to adapt in response to expected setbacks and challenges;
- **Scale-up planning:** will analyse government processes and structures to inform scale-up plans for effective interventions in UP;
- **Financial:** Manage financial reports, update forecasts and contracting requirements related to projects;
- Supporting the CSBC team to run field work in UP, as and when required.

Qualifications and Skills Required:

- Bachelor's or Master's degree in economics, social sciences, communications, public policy, sociology or related fields;
- A minimum of 2 years of work experience in the development sector, preferably in Public Health
- Strong writing and documentation skills, especially production of executive briefings and presentations;
- Expertise in crafting visually appealing graphics and audiovisual content, proficient in the utilisation of tools such as Canva.
- Experience working in Uttar Pradesh is an advantage, but not necessary;
- Fluency in English and Hindi (essential).

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:

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

Submit Your Application: Email your CV to careersatcsbc@ashoka.edu.in, ensuring the subject line reads as follows: "Programme Associate, UP-BIU- CSBC _Applicant Name>". This will help us efficiently process your application.

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 15 February 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.