

Job Title: Project Officer

Reports to: DTH-Lab Executive Director

Location: Ashoka Campus

Experience (in years): Education: A bachelor's degree in business administration, communications, public relations, journalism, marketing, or a related field is preferred. Or equivalent experience in a related field.

Nature of work: We are looking for a Project Officer who will play a pivotal role in supporting the administrative and project functions of the DTH-Lab. This position requires a dynamic individual with exceptional organizational skills and an unwavering attention to detail. The successful candidate will ensure the seamless operation of administrative processes while assisting the DTH-Lab in enhancing its project strategies and message conveyance. This role will involve close collaboration with the DTH-Lab core team to ensure efficient task coordination and execution.

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 (KCDH-A): Koita Centre for Digital Health at Ashoka (KCDH-A) is an interdisciplinary Centre, offering robust academic and research programmes aimed at advancing and developing a fresh perspective on Digital Health. It will focus on the convergence of healthcare, genomics, information technology, and artificial intelligence revolutions. KCDH-A aspires to nurture a new generation of Digital Health thinkers, innovators, and implementers through a balanced emphasis on education and research.

The Centre will offer strong academic programmes in digital health & informatics, drive research in next generation digital health tools & solutions and create strong executive education in digital health.

KCDH-A is a joint centre of the Trivedi School of Biosciences and the Department of Computer Science at Ashoka University, established with support from Koita Foundation, a philanthropic organisation with a mission to accelerate Digital Health adoption in India.

The project : The Digital Transformations for Health Lab (DTH-Lab) is a global consortium of partners that is pressing for stronger digital and data governance to improve young people's health and well-being and support achievement of the Sustainable Development Goals.

The DTH-Lab will take forward recommendations outlined in the Lancet and Financial Times Commission's report which calls on governments, technology companies and other actors to build trusted digital-first health systems that are supported by value-based governance and action to address the digital determinants of health.

Role and Responsibilities:

1. Administrative Support:

- Provide comprehensive administrative support, including managing phone calls, responding to emails, and assisting with scheduling.
- Assist in coordinating travel arrangements, booking accommodations, and handling logistics for events and meetings.
- Editing and Proofreading: Review and edit content for grammar, punctuation, and consistency to maintain the quality and professionalism of communications materials.

2. Events:

- Support the organization of event logistics, backend operations, speaker coordination, and follow-up.
- Assist in planning and coordinating communications events, including press conferences, product launches, and promotional activities.

3. Software and Tools:

- Utilize communications software, spreadsheets, and other relevant tools to perform tasks efficiently and accurately.
- Graphic Design and Multimedia: Basic graphic design skills or proficiency in tools like Adobe Photoshop or Canva for creating visually appealing content.
- Assist in multimedia production, including video editing and podcasting.

4. Communication Strategy Development:

- Collaborate with the DTH-Lab Communications Officer and other team members to assess communication needs and objectives and develop comprehensive communication strategies.
- Interpret data from various analytics tools (e.g., Google Analytics, social media insights) to measure the effectiveness of communication campaigns and make data-driven decisions.

5. Public Relations:

- Manage and enhance DTH-Lab's public image through media outreach, press releases, and media relations.

6. Communications Support

- Media monitoring: keep track of media coverage and public perception of DTH-Lab, reporting on relevant news and industry trends.
- Develop compelling and engaging content for various channels, including websites, blogs, social media, and press materials.
- Support the creation and implementation of social media strategies to build the online presence

and engage with the target audience.

- Assist in refining DTH-Lab's brand identity and ensuring consistent messaging across all communication channels.
- Identify and engage with key stakeholders, including customers, partners, employees, and the media.
- Aid in drafting speeches and talking points for team members and spokespersons for events or media appearances.
- Conduct research to understand the target audience, competitors, and industry trends, providing insights for communication strategies.
- -Collaborate with designers to create visually appealing materials for presentations, websites, and social media.
- Continuously research and stay informed about the latest trends and best practices in communication, public relations, and digital media.
- Any other business as required by the project.

Qualifications: A bachelor's degree in communications, public relations, journalism, marketing, or a related field is preferred. Or equivalent experience.

Skills Required:

- Strong attention to detail and numerical accuracy.
- Excellent organizational and time management skills.
- Excellent written and verbal communication skills.
- Ability to work collaboratively in a team environment.
- English language proficiency.
- Familiarity with social media platforms, digital marketing strategies, and content management systems.
- Graphic Design and Multimedia skills are essential.
- Research and data analysis abilities are essential.

Application Submission Process:

Submit your application to Ashoka University's Vice Chancellor's office 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 to Dean TSB Office : <dean.tsb@ashoka.edu.in>

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.

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 (10th March, 2024). Applications received after the deadline will not be considered.

Application Submission Process:

We invite you to embark on this journey by submitting your application to Ashoka University's <Department Name>. 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 to : Email your CV to connect.hr@ashoka.edu.in, ensuring the subject line reads as follows: "Designation – Department Name _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 (Date, Day – if applicable). 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.