

Job Title: Director – Brand and Communications, Ashoka University

Reports to: Vice President (External Engagement)

Location: Ashoka Campus/Delhi Office

Experience (in years): 12-15 years

Nature of work: Full-time

About Ashoka University:

Ashoka University is 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 change, learn and grow continuously, and strive for excellence in what you do.

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 other innovative colleagues 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 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 high quality 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 thrives. 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 enhance your potential and make a meaningful impact.

Role and Responsibilities:

Role Summary:

Ashoka has built a unique brand and is acknowledged as the benchmark in quality higher education. Every aspect of the institution has played a role in creating and sustaining this position, including research, teaching, pedagogy, student outcomes, external partnerships, and communications.

Ashoka communicates with several audiences (students, parents, recruiters, alumni, founders, potential employees, regulatory authorities, and institutional partners) through multiple platforms. It has a strong social media presence and a rapidly growing website.

The University is recruiting a Brand Director, who will be responsible for thinking innovatively across social media and other platforms and creating world-class communication to further the University's ambitious agenda. The Brand Director will lead a team of high-energy content creators and managers from the front and will need to channelize their efforts into a consistent, coherent brand narrative with measurable outcomes.

Key Responsibilities:

The Brand Director will be responsible for the following result areas:

- Creating an annual plan for brand communication, with defined metrics of success
- Driving awareness and relevance across all audiences.
- Overseeing the creation and implementation of innovative communication campaigns with the highest quality online and offline content (on par with global standards)
- Growing Ashoka University's website, social media platforms (Instagram, Twitter, LinkedIn and Facebook) and YouTube channels significantly in terms of user numbers and engagement.

- Being in tune with changing content trends.
- Creating impactful videos and physical collateral for usage across the University.
- Supporting important University events including Orientation and Convocation.
- Assisting different verticals and departments of the University to ensure that Ashoka University's messaging stays consistent, all activities reinforce Ashoka's brand, and brand guidelines are followed.
- Monitoring brand health through a periodic audit with relevant stakeholders.

Qualifications and Skills Required:

Qualifications

- A bachelor's and/or master's degree with 12-15 years of relevant experience in corporates, content platforms, start-ups, ad agencies, or social media agencies
- Experience in developing high-quality video, audio, and written content
- A deep understanding of digital media including content, data, and analytics.
- Capability to deliver high-quality creative output in short response times.
- Experience in monitoring and improving brand health parameters

Skill Sets

- A desire to aim higher constantly.
- High energy levels, the capacity to learn quickly, and a keen eye for detail.
- Outstanding written and verbal communication skills
- Relationship-building skills to manage multiple stakeholders.
- Ability to use financial resources optimally.
- Impeccable integrity and a strong value system
- Apolitical nature

Application Submission Process:

Submit your application to Ashoka University's External Engagement Team 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: <https://forms.gle/K7aBb5h8vcYBkUhJ6>

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 **19th April, Friday**. Applications received after the deadline will not be considered.