



Job Title: Manager – Programme Development and Outreach, Lodha Genius Programme

Reports to: Program Lead, Lodha Genius Programme

Location: Ashoka University Campus, Sonipat

Experience (in years): 5-8 years of functional experience in higher education with reputed organizations

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 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 Programme

The Lodha Genius Programme is a one-of-its-kind training and mentorship programme providing brilliant high school students across the countries with unparalleled opportunities through intensive on-campus and long-term off-campus engagement. The second year of the Lodha Genius Programme focuses on expanding

its scope by accommodating a larger cohort, introducing innovative projects and seminars, incorporating interdisciplinary workshops, adopting a holistic educational approach, implementing capstone projects, and embracing additional enriching elements. The programme consists of Science Projects, Great Ideas Seminars, Mathematics for all sessions, Capstone projects, Workshops, field trips and co-curricular activities in the on-campus modules and a yearlong online light touch module. The intensive on-campus programme for the next year will start from May 17th, 2024, to June 17th, 2024 at Ashoka University.

Role and Responsibilities

This person has responsibility of building programme partnerships, planning and managing admissions and stakeholders of the Lodha Genius Programme.

The role comes with the following responsibilities:

Website and Collateral Design

- Oversee the design and maintenance of the programme website.
- Create and design collaterals and pitches for potential partners.
- Ensure all promotional materials align with the programme's objectives and branding.

Social Media and Content Strategy

- Develop and implement a comprehensive social media strategy across all platforms.
- Design content strategies for each platform to amplify outreach and growth.
- Monitor and analyze the effectiveness of social media campaigns and adjust strategies accordingly.

Outreach and Events

- Plan and execute outreach events, including educational fairs, open houses, and engagement activities.
- Represent the Lodha Genius Programme at educational fairs and similar events to promote the programme.
- Network with educational institutions, prospective students, and parents to increase programme visibility and attract high-caliber applicants.
- Develop partnerships in collaboration with the partnership team with schools, educational organizations, and industry experts to enhance programme offerings.
- Organize informational sessions and webinars to provide detailed insights into the programme and its benefits.

Programme Development

- Identify and establish partnerships with schools, non-profits, and other educational institutions to enhance the programme's reach and impact.
- Develop a strong network of partners who can contribute to the identification and development of students.
- Foster and maintain long-term relationships with key stakeholders to ensure ongoing collaboration and support.

Monitoring and Evaluation

- Develop and implement a comprehensive M&E framework and strategy for the programme.
- Design M&E tools, methodologies, and processes for data collection, analysis, and reporting and aligned with the programme's goals and objectives.

- Oversee the collection of qualitative and quantitative data from various programme activities
- Train and support program staff in M&E procedures and the use of M&E tools.
- Analyse data to assess program performance and impact.
- Generate regular reports, including progress reports, impact assessments, and evaluation summaries.
- Provide insights and recommendations based on data analysis to inform decision-making and improve programme effectiveness.
- Communicate M&E findings to internal and external stakeholders through presentations, reports, and meetings.
- Engage with stakeholders to gather feedback and incorporate it into programme improvements.
- Collaborate with program manager, stakeholders, and partners to ensure effective implementation of M&E activities.

Qualifications and Skills Required

- Experience 05-08 years experience, full time or project based in similar roles with one of the leading Indian or global universities, select schools or with online/on premise courses targeted at high school students
- Proven experience in programme management, marketing, or a similar role
- Experience in website design, social media strategy, and content creation.
- Strong communication & interpersonal skills – verbal & written
- Result, detail, and quality driven individual
- Strong organizational skills and process orientation
- Comfortable with technology and Excellent skills in MS Word, Excel, & PowerPoint
- Excellent communication and interpersonal skills
- Excellent Data managing and analysis skills
- Interpersonal skills, ability to collaborate and work effectively across different internal & external stakeholders

Application Submission Process

We invite you to embark on this journey by submitting your application to Ashoka University's Lodha Genius Programme 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/6qFsDaSsh65qj3eW6>.

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 June 30, 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.