

**Job Title:** Assistant Director/Senior Manager (Digital Strategy), Office of Outreach

**Reports to:** Senior Director, Office of Outreach

**Location:** Okhla, New Delhi

**Experience (in years):** Minimum 7-9 years of experience with premier 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 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 thrive. As a **pioneering force in interdisciplinary learning**, we **continually grow and adapt** to stay at the forefront of educational excellence with an 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.

### About Office of Outreach:

The Office of Outreach at Ashoka University engages with a diverse range of schools across India to communicate Ashoka's vision and academic excellence to various stakeholders including principals, counselors, students and parents. Spread across 8 cities, the Outreach team engages with schools across India through school presentations, career fairs, webinars, conferences, and other events. A range of digital activities is also undertaken to promote and drive applications for the undergraduate program through paid and organic social media campaigns, email marketing, webinars, WhatsApp, and SMS communications. To guide prospective students and parents through the holistic admissions process, a team of academic counselors engages in one-on-one telephonic conversations with prospective applicants to help them with the application form and address their queries. The Outreach Office also conducts campus tours for prospective students and parents throughout the year.

### Role and Responsibilities:

#### Digital Outreach

- Lead the digital outreach team.
- Collaborate with the team to establish application targets and budget allocations for digital outreach initiatives.
- Planning and execution of strategies by leveraging all available platforms aligned with the annual plan to achieve targets.

#### Content Management

- Develop engaging content for multiple digital platforms such as emails, social media posts, website banners, and SMS.
- Strategize, create content, design ad creatives, and monitor the performance of paid ads on platforms like Google and Facebook
- Curate social media campaigns to effectively disseminate information about the Masters Programme at Ashoka

### **Marketing Plan Implementation**

- Plan, execute, and monitor marketing activities across multiple channels including emails, WhatsApp, social media, website, and paid ads.
- Oversee content creation, design, and distribution for maximum reach and impact.
- Manage communication plans for outreach events such as Open Houses and Coffee Chats, ensuring effective outreach to target audiences.

### **Event Management Support**

- Planning and execution of outreach events such as Counselors Meet, MentorED including logistical support and communication planning.
- Liaise with various departments and faculty members to finalize speakers and moderators for webinars
- Ensure timely communication and coordination with confirmed speakers.

### **Qualifications and Skills Required:**

#### **Qualifications:**

- Bachelor's Degree/Masters or equivalent
- 7-9 years of experience with premier organizations

#### **Skill Sets:**

- Excellent English (oral and written) communication skills.
- Prior experience in digital marketing (is mandatory)
- Comfortable with Ambiguity
- Proactive and self-driven
- Strong relationship management and leadership skills
- Aptitude for working in Higher Education

### **Application Submission Process:**

Submit your application to Ashoka University's Office of Outreach 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/5dTRAC8HBuT3Mpav9>

- 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 **14<sup>th</sup> August, 2024 (Wednesday)**. Applications received after the deadline will not be considered.