

**Job Title:** Manager/Deputy Manager/Assistant Manager, Sales & Marketing (Outreach)

**Reports to:** Assistant Director/Regional Manager - East, Sales & Marketing (Outreach)

**Location:** Bhubaneswar/Jamshedpur/Ranchi/Patna

**Experience (in years):** Minimum 2-5 years of experience with premier organizations

**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 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:

- **Relationship Management/Business Development**
  - Building new relationships with schools, increasing market reach and penetration in assigned territory.
  - Nurturing and managing existing and prospective relationships with school administrators, counselors, and third parties/business associates to set up interactions with students and parents of target groups

- **Strategy**
  - Implementation of outreach strategies to maximize visibility and reach to the target audience for the UG program
  - Business Development – new customer acquisition
- **People**
  - Working in close coordination with the Regional Manager
- **Operations**
  - Efficient implementation of outreach initiatives like delivering presentations and interactive sessions, participation in career fairs, etc.
  - Managing events such as principals' meets, press briefings, open houses
  - Organizing academic workshops run by faculty at schools or sites

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

- **Qualifications:**
  - Bachelor's Degree/Masters or equivalent
  - 1-5 years of experience with premier organizations
- **Skill Sets:**
  - Excellent English communication skills & local vernacular
  - Willingness to do repetitive tasks
  - Comfortable with Ambiguity
  - Proactive and self-driven, can handle individual contributor role
  - Strong relationship management skills
  - Aptitude for working in Higher Education
  - Business Development

### **Application Submission Process:**

We invite you to embark on this journey by submitting 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/yNSSShwU5H9b2RpV7>

**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 **19<sup>th</sup> September, 2024 (Thursday)**.