

Job Title: Visibility Associate

Reports to: Communications Manager

Location: Delhi

Experience (in years): 2-4 years

Nature of work: Full Time

About Ashoka University:

10 years ago, we embarked on a journey to establish a world-class, multi-disciplinary, liberal arts and sciences university in India. Built on the finest global best practices of institution and university governance, Ashoka has truly transformed Indian higher education in India with its unique pedagogy, governance and best practices.

Ashoka is today India's #1 liberal arts and sciences university that is home to the most diverse student body, a hub for impactful research and a magnet for best-in-class faculty and staff.

Ashoka has been ranked in the top five among private Universities in India by QS Asia and has also secured top rank among all Indian Universities in the 'International Faculty' indicator. The University was earlier awarded Diamond rating by QS I.GAUGE as a recognition of its continuous focus on academic rigour, inter-disciplinary pedagogy, world-class faculty, academic research, innovative modules of engagement with the community and teaching methods. For further information, visit www.ashoka.edu.in.

We aim to co-create a nurturing space for our students, faculty, staff, donors and community positively through universal values:

- **Be Mission-Driven**
- **Think Strategically**
- **Act Authentically**
- **Take Accountability**
- **Build Collaboration**
- **Deliver Excellence**

About Department/Centre:

Centre for Social and Behaviour Change (CSBC) is a leading Indian behaviour science institution, driving behavioural change measures for people and communities in need. CSBC advances the science and practice of behaviour change, harnessing cross-disciplinary expertise in the areas of nutrition, sanitation, maternal health, family planning, and financial services. The Centre executes this vision through behavioural change programmes, foundational research, and capability building. For more information, please visit <https://csbc.org.in/>

Role and Responsibilities:

Social Media

- Develop and execute social media content calendar for the Centre
- Create effective social media marketing campaigns on Behaviour Science
- Create, nurture and increase our social media community
- Stay updated about the latest social media trends in Behaviour Science
- Support in updating website content and wireframes
- Track useful social media and website metrics

Content and Design

- Assist in developing compelling written and visual content for our reports, brochures, presentations and newsletters
- Conceptualise branding and design for events and collaborate across teams for effective execution. Ensure effective vendor management and printing
- Maintain and update our brand repository and find creative ways to help other verticals stay brand aligned

Eligibility:

- 2-4 years of relevant work experience in communications
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- Excellent writing skills
- Strong project management skills to produce quality deliverables in a timely manner
- Fluency in written and spoken English (required)
- Proficiency in Microsoft Office, Canva, Mailchimp, Google Analytics, and other relevant programmes.

Last Date for Application: within 10 days from the publishing date.

Application Submission Process

Please submit an updated CV at careersatsbc@ashoka.edu.in , with the subject line – <Job Name+CSBC_Applicant Name>.

Kindly ensure that the application includes the last compensation received, expected salary, and notice period.

Only shortlisted candidates will be contacted.
Candidates applying after the due date will not be considered.

Ashoka is an equal opportunities employer. Remuneration will be competitive with Indian non-profit pay scales and will depend upon the candidate's experience levels and the overall organization's salary structure.