

Job Title: Manager – Strategic Communication, Centre for Social and Behaviour Change (CSBC)

Reports to: Director, CSBC

Location: New Delhi

Experience (in years): 7-8 years of work experience in a mid-senior communications role

Nature of work:

This role will be responsible for developing CSBC's visibility and reputation with key stakeholder groups (like donors, Government, academics, researchers etc.) using knowledge as a key lever for institutional brand building. In addition to a range of online and offline BAU activities like PR, social media content, sponsorships, and events, this role will help conceptualise and drive the execution of strategic, long-term brand-building initiatives for the Centre. There will be extensive collaboration with the Government of India, especially with NITI Aayog.

The **Manager – Strategic Communication** provides leadership and support to the organisation by managing the direction and tone of its communications, appeals, and colloquiums/seminars/similar events.

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 the Centre for Social and Behaviour Change (CSBC):

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:

Corporate Communications and Media

- Build a positive image for the Centre by increasing its Share of Voice in key media (print, broadcast, online etc., targeting both mainstream publications and niche/academic publications).
- Work with a media agency to drive brand-building efforts.
- Responsible for quality content creation in collaboration with CSBC internal teams, advisors and sector experts.
- Proactively lead the media engagement strategy for the Centre by profiling spokespersons in feature pieces, op-eds, industry stories etc.
- Additionally, use PR as a tool to build awareness and interest around the practice of Behavior Science in India.

Dissemination

- Strategies and execute amplification strategies to publicise the Centre's marquee projects widely using events, videos, compendiums and other channels.
- Collaborate with program managers and leadership team to ensure communication strategies support organizational goals.

Event Management:

- Plan and coordinate logistics for fundraising events, donor receptions, government events, and other special events.
- Manage event timelines, budgets, and resources effectively.
- Coordinate with vendors, sponsors, and stakeholders to ensure seamless execution of events.
- Develop and implement event marketing strategies to maximize attendance and participation.
- Recruit and coordinate volunteers for event support.
- Evaluate event success and provide recommendations for future improvements.
- Ensure compliance with all legal and regulatory requirements related to events.

Branded content assets

- Create remarkable brand assets with superlative design and content for material such as pitch documents, corporate website, social media handles, newsletters, blog posts etc. with support from internal teams and media agency/website development agency
- Ensure regular updation of these brand assets
- Implement a robust strategy to drive reach and engagement to enhance the Centre's digital presence

Qualifications and Skills Required:

- 7-8 years of work experience in a mid-senior communications role
- A Master's degree in business management
- Well-versed with digital and social media
- Should have managed diverse stakeholders
- Exceptional oral, interpersonal, presentation skills, writing skills and the ability to effectively interface with senior management
- Self-reliant, good problem solver, results oriented and a passion for innovative communication solutions with a relentless drive for flawless execution

Application Submission Process:

We invite you to embark on this journey by submitting your application to Ashoka University's **Centre for Social and Behaviour Change (CSBC)**. 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: Email your CV to careersatcsbc@ashoka.edu.in ensuring the subject line reads as follows: "**Manager – Strategic Communication** – CSBC _Applicant Name>". 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 (17th December 2024). Applications will be shortlisted on a first come, first serve basis, and this position will be closed soon after selection..

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.
