

Job Title: Digital Marketing- Manager, High School Programs

Location: Sonipat

Experience (in years): 3-6 years of functional experience in digital education or agencies

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 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 the top rank among all Indian Universities in the 'International Faculty' indicator. The University was earlier awarded a Diamond rating by QS I. GAUGE as a recognition of its continuous focus on academic rigor, 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 High School Programs

- Ashoka aims to leverage its brand, unique pedagogy, and best practices to build impactful programs for High School Students -both offline and online certificate programs. These include The Young Scholars Program (YSP), Ashoka Horizons as well as other innovative programs we launch & develop for this segment.
- **Ashoka Young Scholars Program (YSP)**, now in its eighth year is already the most prestigious summer program for high school students in the country, attracting talented and motivated students to an enriching & immersive college experience, across its two programs in liberal arts & sciences.
- **Ashoka Horizons** offers short term, college level, academically rigorous and innovative online courses to high students, in India & abroad. Providing students with a deeper exploration of subjects of interest and 21st century skills, enabling more informed subject choices. Horizons was launched in 2020 and have been growing exponentially since.

Role and Responsibilities:

This person is responsible for conceptualizing, developing, and managing cross platform campaigns (digital, social, email, events, and PR) to *drive awareness, web visitors, registrations, applications, and enrollments for the high school programs* through a mix of organic & paid campaigns. The role comes with the following responsibilities:

- Developing the annual marketing plans including targets, activity calendar, budgeting & performance metrics across digital, social, email, events, and PR
- Internal and external (vendor/ agency) coordination in developing & executing planned activities.
- Conceptualizing, planning & executing ongoing digital & social marketing campaigns digital, social.
- Driving website visitors, registrations, applications, and enrolments for the different high school programs
- Measuring and reporting performance of the different marketing campaigns; and assessing the effectiveness against goals
- Identifying trends, and optimizing performance based on insights, brainstorming new and creative strategies for growth.

Eligibility:

- Master's degree and/or Degree in Digital Marketing from a top tier institution
- 3-6 years of functional with Edtech, education, b2C digital businesses. Preference would be given to Ashoka/ YIF/ YSP alumni.
- Demonstrated ability in **building & executing growth driven cross platform campaigns.**

Skill Sets:

- Hands on technical experience in planning & executing cross platform campaigns.
- Deep expertise in digital, social and email campaign development & execution (fb, Insta, LN, YouTube, HubSpot, MailChimp etc.)
- SEO/SCM expertise desired
- Superior English language skills
- Exceptional creativity and design skills
- Excellent Excel Skills & Data Analysis Skills
- People skills, ability to collaborate and work effectively across different internal & external stakeholders.

Application Submission Process

Please submit an updated CV at connect.hr@ashoka.edu.in, with the subject line – <Job Name+Department Name_Applicant Name>.

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

Only shortlisted candidates will be contacted.

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.