

Job Title: Brand Director, Ashoka University

Location: Ashoka Campus/Delhi Office

Reporting to: Vice President (External Engagement)

Experience (in years): 12-15 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 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.

For further information, visit www.ashoka.edu.in

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

- Being mission-driven and authentic
- Thinking strategically and creatively
- Collaborating with trust and respect
- Being accountable and driving for results
- Focused on service excellence.

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.

Brand Director Role Summary:

Ashoka has built a unique brand in higher education, which needs to be managed strategically to ensure a strong and consistent brand presence across all audiences and touchpoints of the University. The University does not do mass media advertising, but communicates with its stakeholders (students, parents, recruiters, alumni, founders, potential employees, regulatory authorities, and institutional partners) through multiple platforms. Ashoka University has a strong social media presence and a rapidly growing website and features regularly in media stories for its achievements.

The University is recruiting for a **Brand Director**, who will be responsible for stewarding the Ashoka brand through a phase of dramatic growth and significant impact.

The Brand Director role requires the ability to think innovatively across platforms and build a brand presence which is consistent with the University's ambitious agenda. The Brand Director will lead a team of high-energy content creators and managers from the front and will need to channelise their efforts into a consistent, coherent brand narrative with measurable outcomes.

Key Responsibilities:

The Brand Director will be responsible for the following result areas:

1. Create category-leading brand strategies in line with the University's overall strategy and executing them across various platforms to reach its different audiences optimally.

2. Creating an annual plan for brand activities with defined metrics of success
3. Driving awareness and relevance across all audiences
4. Overseeing the creation and implementation of innovative communication campaigns with the highest quality online and offline content (on par with global standards)
5. Growing Ashoka University's social media platforms and website significantly in terms of user numbers and engagement and being in tune with changing content trends.
6. Coordinating the brand and communication efforts of different verticals and departments of the University to ensure that Ashoka University's messaging stays consistent, all activities reinforce Ashoka's brand, and brand guidelines are followed.
7. Monitoring brand health through a periodic audit with relevant stakeholders.

Qualifications and Experience:

- A bachelor's and/or master's degree with 12-15 years of relevant experience in content platforms, start-ups, ad agencies or social media agencies
- A deep understanding of digital media including content, data, and analytics.
- Capability to deliver high-quality creative output in short response times.
- Experience of monitoring and improving brand health parameters

Skill Sets

- A desire to aim higher constantly.
- High energy levels, the capacity to learn quickly and a keen eye for detail.
- Outstanding written and verbal communication skills
- Relationship-building skills to manage multiple stakeholders.
- Ability to use financial resources optimally.
- Impeccable integrity and a strong value system
- Apolitical nature

Please share your CV at connect.hrd@ashoka.edu.in with the job title in the subject line.
