



**Job Title** – Digital Marketing - Senior Manager/ Manager, AshokaX

**Reports to:** Senior Director and Head - AshokaX

**Department** - AshokaX

**Location:** Delhi office, with frequent travel to the Ashoka campus as needed

**Experience** (in years): 5 - 8 years of functional experience with Premier Organizations

**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 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](http://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:**

AshokaX is a unique and pioneering initiative by Ashoka University, India's premier Multi-disciplinary, Liberal Arts and Sciences university, to bring its world-renowned faculty and learning experience to a broader audience in India and around the world. Built on a robust intellectual foundation, AshokaX intends to further Ashoka University's mission to be inclusive, innovative, and diverse in its offerings. AshokaX will offer a wide range of online programs, both live and asynchronous to a broad diversity of learners from high-school and college students to

working professionals and lifelong learners. AshokaX is backed by Ashoka University's unmatched academic and intellectual resources and its strong brand in the Indian higher-education space.

### **Roles and Responsibilities:**

The Senior Manager/Manager of Digital Marketing is responsible for leading and executing the digital marketing strategy for AshokaX programs. This role requires expertise in digital marketing techniques and tools, as well as effective communication skills to effectively manage internal and external communications.

### **Key Responsibilities:**

- Develop and implement a comprehensive digital marketing strategy for AshokaX programs.
- Manage and optimize digital marketing campaigns across various platforms, including SEM, SEO, social media, email marketing, display advertising, and other relevant channels.
- Conduct market research and analyze market trends to identify target audiences, assess competition, and refine marketing strategies accordingly.
- Collaborate with cross-functional teams, including faculty, designers, developers, and external marketing agencies, to develop compelling marketing materials and assets.
- Oversee the creation and execution of engaging content across multiple digital channels, ensuring consistency in messaging and brand representation.
- Monitor and analyze key performance indicators (KPIs) and implement best performance marketing practices, to measure the effectiveness of digital marketing initiatives, identify areas for improvement, and make data-driven recommendations.
- Manage online presence, including the website, social media accounts, and other digital platforms, ensuring consistent branding, messaging, and user experience.
- Manage communication by developing and executing effective communication plans.
- Support in the overall admissions process and management of enrolments as needed.

### **Eligibility and Desired Skills:**

- Bachelor's degree in marketing, communications, or a related field along with additional certifications. A master's degree is preferred.
- Proven experience (5 - 8 years) in digital marketing, preferably within the education or online learning industry.
- In-depth knowledge of digital marketing channels, tools, and analytics platforms.
- Demonstrated ability to develop and implement successful digital marketing strategies that drive lead generation, conversion, and revenue growth.
- Proficiency in SEO, SEM, social media advertising, email marketing, and content marketing.
- Strong project management skills, with the ability to prioritize and manage multiple projects simultaneously.
- Excellent written and verbal communication skills, with a keen eye for detail and the ability to convey complex ideas in a clear and concise manner.
- Strong analytical and critical thinking skills, with a data-driven mindset.

- Knowledge of online learning platforms, learning management systems, and online program development is desirable.
- Familiarity with web development, UX/UI principles, and graphic design is a plus.

### **Application Submission Process**

Please submit an updated CV at [connect.hr@ashoka.edu.in](mailto: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.

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**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.