



Job Title: Assistant Manager/Deputy Manager/Manager, Sales & Marketing (Outreach)

Reports to: Assistant Director, Sales & Marketing (Outreach)

Location: Punjab and Uttar Pradesh

Experience (in years): Minimum 1-5 years of 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 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.

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**

Role and Responsibilities:

- **Relationship Management/Business Development**
 - Building new relationships with schools, increasing market reach and penetration in assigned territory.
 - Nurturing and managing existing and prospective relationships with school administrators, counsellors and third parties/business associates to set up interactions with students and parents of target groups.
- **Strategy**
 - Implementation of outreach strategies to maximize visibility and reach to target audience for UG programme
 - Business Development – new customer acquisition
- **People**
 - Working in close coordination with the Regional Manager
- **Operations**
 - Efficient implementation of outreach initiatives like delivering presentations and interactive sessions, participation in career fairs etc.
 - Managing events such as principals' meets, press briefings, open houses.
 - Organizing academic workshops run by faculty at schools or sites.

Eligibility:

- Bachelor's Degree/master's or equivalent
- Minimum 1-5 years of experience with premier organizations

Skill Sets:

- Excellent English communication skills
- Willingness to do repetitive tasks.
- Comfortable with Ambiguity
- Initiative-taking and self-driven, can manage individual contributor role.
- Strong relationship management skills
- Aptitude for working in Higher Education
- Business Development

Preferred Industries:

- Telecom Operations
- Retail Banking Operations-
- Social /Development
- International BPO / Concierge for International Banks and Credit Cards
- Private Universities or institutions

Application Submission Process

Please submit an updated CV at connect.hr@ashoka.edu.in, with the subject line – <Job Name_Department_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.