

**Job Title:** Marketing Freelancer (Contract- 3 Months)

**Reports to:** Lead, Uttar Pradesh- Behavioural Insights Unit

**Location:** Lucknow (preferred), in Uttar Pradesh or Delhi (desirable)

**Experience (in years):** 4-5 years

**Nature of Work:** Onsite/Frequent travel contingent upon project requirements

### 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 rigour 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 an 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 Centre for Social Change and Uttar Pradesh- Behavioural Insights Unit:

**Centre for Social and Behaviour Change (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/>

**Uttar Pradesh- Behavioural Insights Unit (UP-BIU)** was instituted by CSBC to advance research and learning, design innovative behavioural interventions, improve on-ground indicators, and build long-term capabilities across the state of Uttar Pradesh. Our work currently focuses on maternal and child health, nutrition, and agriculture in partnership with the Uttar Pradesh Technical Support Unit, National Health Mission (Uttar Pradesh), and Urban Development Department (Government of Uttar Pradesh).

Our work is centred around **three core functions**;

- Advisory Support to the Government
- Scale Up of Behavioural Solutions
- Capability Building of Government

UP-BIU is set to launch its **Capability Building Programme for Government Functionaries in Uttar Pradesh**. This would take the form of course offerings/workshops/certifications for mid-to senior-level policymakers and practitioners, bureaucrats, development sector professionals, heads of civil society and international organisations in Uttar Pradesh, amongst others.

In pursuance of the project, UP-BIU will be conducting a Visibility Launch Event. The event aims to serve as a visibility launch pad for UP-BIU to gain traction within the policy ecosystem in the state of Uttar Pradesh while demonstrating the salience and application of behavioural science in public policy. It is envisioned as a half-day event inviting prominent behavioural science researchers and policy professionals as speakers and panellists. The audience for the event will comprise the aforementioned.

Post the event, UP-BIU will be conducting a series of workshops, course offerings, and events, ideally once every quarter, depending on either the requirements stated by the organisations/institutions (demand-driven) or on our outreach plan (supply-driven). These can be in the form of stand-alone lectures, offline certification courses, organisation-specific workshop/course demands, etc.

### **Role and Responsibilities:**

**The expected roles and responsibilities include (but are not limited to and negotiable):**

- Planning, designing and implementing the marketing and outreach plan and campaign for the event and the following workshops/course offerings in the State.
- Designing and managing the social media campaign for the event and following workshops/course offerings in the State to garner participant sign-ups
- Aligning and integrating the marketing efforts for the project with the overarching CSBC objectives.
- Developing all content and collaterals, such as pitch decks, invitations, etc., leading up to the event and through the duration of the engagement.
- Identifying, generating, and managing the list of invitees for the event and managing the roster of guest lists and invitations.
- Mapping and managing a steady participant list within the UP ecosystem for workshops/course offerings/certifications post the event.
- Managing pre-event and on-site logistics.

### **Qualifications and Skills Required:**

We are looking to engage a **marketing freelancer/boutique marketing agency** with 4-5 years of experience in designing and running end-to-end marketing cadence and events/campaigns, especially relevant to the development sector. **An understanding of the development sector/policy context in Uttar Pradesh is desirable to be able to capitalise on the knowledge to inform digital marketing plans.** Quick turnaround time and demonstrated agility in the process are a must.

**Preferred Location: Lucknow (if not, the freelancer will be required to travel to Lucknow as and when required)**

### **Application Submission Process:**

We invite you to embark on this journey by submitting your **proposal** 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:

**Your proposal should include the following;**

- **Concept Note (a brief description of your work) and your CV**

- **References of organisation and past work (references of work with organisations similar to our field of work and project portfolio)**
- **Financial proposal (consultancy costs)**

Email your proposal to [careersatcsbc@ashoka.edu.in](mailto:careersatcsbc@ashoka.edu.in) and CC [astha.awasthi@ashoka.edu.in](mailto:astha.awasthi@ashoka.edu.in), ensuring the subject line reads as follows: "Designation – CSBC \_Applicant Name>". This will help us efficiently process your application.

**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 (25th September). Applications received after the deadline will not be considered.

We look forward to receiving your application as we embark 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.

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