

**Job Title:** Manager, PR and Communications  
**Reports to:** Director, PR and Communications  
**Location:** Ashoka University Campus, Sonipat  
**Experience (in years):** 5-6 years  
**Nature of work:** Full - Time

### **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 rigor 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 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 PR and Communications:**

The PR and Communications Team at Ashoka University assumes responsibility for managing the institution's profile, reputation, media coverage, brand, online presence, and external interactions. This team effectively employs various channels to ensure that the up-to-date and accurate information is readily available, and that the University's intended image is presented to the media. Moreover, the team provides support for internal communications, outreach activities, and events. With a 360-degree view of all aspects of the University, the team collaborates closely with both internal and external stakeholders to achieve its objectives.

## Role and Responsibilities:

The Communications Manager will have a key role to play within the team and should have the requisite skills to manage internal expectations and achieve external leverage, and do so in a cohesive, keeping Ashoka University's vision and mission as well as the brand ethos in focus.

Responsibilities include, but aren't limited to –

- Ability to curate and generate content like blogs, articles, opinion pieces for Ashoka's website and newsletter.
- Proven track record of working with Indian media and strong evidence of direct networks.
- Create and deliver internal newsletter on a monthly basis which is sent to all internal and external stakeholders.
- Internal communications engagement includes liaising with various departments, centres, academic and non-academic staff, and other stakeholders.
- Capacity for networking to establish effective working relationships and partnerships with diverse stakeholders.

## Qualifications and Skills Required:

- Bachelor's and/or Master's degree with 5-6 years of relevant work experience
- Possesses exceptional writing and oratory skills, can multi-task efficiently and deliver consistently
- Diploma in journalism, advertising, PR or comparative qualification are essential
- Collaborative, punctual, energetic, willing to learn, team-player, detail and action-oriented, and creative
- Capacity for networking to establish effective working relationships and partnerships with diverse stakeholders.
- Ability to handle multiple tasks simultaneously.
- Ability to take the initiative, manage high workloads and deliver outputs to agreed deadlines.

## Application Submission Process:

We invite you to embark on this journey by submitting your application to Ashoka University's PR and Communications. To ensure your candidacy receives the attention it deserves, kindly follow the application submission process outlined below:

**Prepare an Updated CV:** Showcase your professional accomplishments, skills, and experiences in an updated curriculum vitae.

**Submit Your Application:** Email your CV to [connect.hr@ashoka.edu.in](mailto:connect.hr@ashoka.edu.in), ensuring the subject line reads as follows: "Designation – Department Name \_Applicant Name>". This will help us efficiently process your application.

**Include Essential Details:** Along with your CV, kindly provide the following information:

- Last compensation received: We value your expertise and acknowledge the importance of fair compensation.
- Expected salary: Share your aspirations for growth and remuneration.
- Notice period: Inform us of the time required to transition from your current role, if applicable.

**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 **30<sup>th</sup> September 2023 (Friday)**. Applications received after the deadline will not be considered.

We look forward to receiving your application as we embark together 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.