

**Job Title:** Social and Behaviour Change Communications (SBCC) Manager

**Reports to:** Pavan Mamidi Director

**Location:** New Delhi (In-person)

**Experience (in years):** 8-10 years

**Length of commitment:** **Full-time for 6 months** with a possibility for extension based on mutual agreement

**Compensation:** Commensurate with work experience

### **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 rigour, interdisciplinary 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:**

**Centre for Social and Behaviour Change (CSBC)** was founded by and is part of Ashoka University, India's leading liberal arts university, and is supported by the Bill and Melinda Gates Foundation. Since our inception, we have been dedicated to expanding and sharing knowledge and underscoring behavioural science's role in building public policies that directly impact society.

We seek to establish a globally reputed Indian institution, driving behavioural change measures for people and communities in need. We advance the science and practice of behaviour change, harnessing cross-disciplinary expertise to improve outcomes in health, nutrition, gender, education, water and financial inclusion through a mix of behavioural change programmes, foundational research and capability building. For more information, please visit <https://csbc.org.in/>.

## **About the Role:**

CSBC's Design and Advisory Team provides rapid diagnostics, design and advisory services to solve developmental challenges.

We use creative research methods to uncover behavioural drivers and leverage behavioural principles to create innovative solutions and serve as behavioural experts to advise our partners in problem solving.

One of CSBC's projects is to increase the adoption and usage of the Ayushman Bharat Digital Mission (ABDM). The chosen candidate will **conduct a behavioural review of ABDM's existing collaterals and provide inputs on the collaterals and a marketing strategy**. The candidate should be able to work independently and flexibly in collaboration with multiple stakeholders.

## **Key Responsibilities**

- **Communications Review**
  - Conduct regular review of ABDM's existing communication collaterals and provide behavioural recommendations, with support from the Design and Advisory team
  - Conduct review of and recommendations for ABDM's marketing strategy
  - Communicate CSBC's input with NHA and associated teams on a previously agreed upon frequency
  - Perform related tasks as need arises
  
- **Stakeholder Management**
  - Identify relevant stakeholders and maintain relationships, with support from the Design and Advisory team
  - Create a work plan in collaboration with stakeholders (setting up meetings at appropriate intervals, setting up a frequency to present project findings, etc.), supported by the Design and Advisory team
  - Ensure proactive management of stakeholder requirements and communicate the same effectively with the Design and Advisory team
  - Present findings and inputs to the stakeholders at agreed upon intervals and incorporate relevant feedback
  - Perform related tasks as need arises
  
- **General Management**

- Provide project management support to the Design and Advisory team
- Ensure flawless execution of work streams and maintain the overall quality and timeliness of deliverables
- Create and maintain extensive project documentation
- Perform related tasks as need arises

### **Desired qualifications and skills:**

- Bachelors/Masters degree in arts, communications, media studies or related fields
- 8-10 years of relevant work experience in social and behaviour change communication and designing collaterals
- Demonstrated experience working with government partners
- Excellent communication skills and an ability to present findings and inputs (written and verbal) in a manner that is understood by individuals from diverse backgrounds
- Strong project management skills to produce quality deliverables in a timely manner
- Demonstrated ability to work independently under minimal supervision and give and receive feedback in a constructive manner
- Produce quality outputs in a rapid and agile manner and respond to ad-hoc requests

**Last Date for Application: September 27, 2023.** We recommend that you apply early as applications will be processed as they are received, and the position may be filled before the closing date.

### **Application Submission Process**

Please submit an updated CV and a one-page cover letter highlighting relevant experience. Please combine both documents into one PDF attachment. Send your application to [careersatcsbc@ashoka.edu.in](mailto:careersatcsbc@ashoka.edu.in), with the subject line – <ABDM SBCC Manager\_Advisory> .

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 organisation's salary structure.