

Job Title: Assistant/Deputy Manager, Communications and Visual Design, Young India Fellowship

Reports to: Manager/Senior Manager, YIF Office of Outreach and Communications

Location: Ashoka University Campus with occasional flexibility on remote work. There may be travel from time to time.

Experience (in years): 2 or more 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 the Young India Fellowship (YIF): The YIF is Ashoka University's flagship postgraduate diploma programme in liberal studies. Every year, it brings together around 100 young and diverse individuals who showcase exceptional intellectual capability and leadership potential, from diverse academic, professional, socioeconomic, and geographical backgrounds. The YIF exposes them to an array of educational experiences delivered by renowned thinkers, practitioners and scholars. Since 2011, the YIF has groomed over 2100 socially conscious leaders and change-makers for the 21st century.

Role and Responsibilities:

The following are the typical responsibilities expected of a team member in this role. However, based on the selected candidate's qualifications, interests and fit, the Office may modify core responsibilities. Other members will support the chosen candidate across areas of work.

1. Design and Content Creation

-Responsible for the visualisation and creation of creatives, illustrations, layouts and anything that is needed for the brand to communicate its message effectively.

-Work with the marketing team to understand creative requirements across mediums and platforms including social media, websites, webpages, print creatives, newsletters, brochures, etc.

2. Videography & Social Media

-Working closely with the content team to ideate for monthly content and photo/video shoots.

-Support the functioning of YIF social media channels through the creation of video properties including reels, stories, etc.

3. Other Responsibilities

-Brainstorm ideas and support the outreach and community engagement activities at the YIF.

-Other responsibilities may emerge from time to time as a consequence of the individual's interests or capabilities, or requirements of the Office.

Qualifications

1. Degree in Graphic Design or related field
2. Minimum 3 years of experience in graphic design (work ex in an educational institute will be preferable)
3. Proficient in Adobe Creative Suite, Illustrator, Photoshop, Procreate and Figma
5. Strong communication, conceptual thinking, illustration skills and design skills
6. Ability to deliver on timelines and time management

Skills Required

Preferred Mindset

- Comfort with building relationships across individuals and teams.
- A commitment to higher education from a diversity, equity, and inclusion perspective.
- Enjoys the challenge of working in a dynamic and sometimes ambiguous environment.
- Mission-oriented, collaborative, entrepreneurial and attentive to detail.

Basic Qualifications and Competencies

- An undergraduate degree from a recognized institution in any discipline.
- Work experience relevant to design, video editing, communication, community engagement and social media.
- Strong written and verbal communication skills in the English language.

Additional Qualifications and Competencies (*preferred but not essential*):

- A postgraduate credential in a field such as liberal arts, management, development studies or education. Young India Fellows are typically well suited for this role.
 - Prior experience in working across teams in a university setting, or a good understanding of the Indian higher education landscape.
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Start Date: Immediate, but negotiable based on candidature.

Reporting to: Manager/Senior Manager, Young India Fellowship

Application Process: Please fill out the Google form [here](#) to upload necessary documents and portfolio for us to have a better understanding of the scope of your skill sets

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 **(Sunday, 15 October 2023)**. 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.