

Job Title: Assistant Manager (Outreach), AshokaX

Reports to: Senior Director, AshokaX

Location: Okhla, New Delhi

Experience (in years): 2-5 years

Nature of work: Full Time

About Ashoka University:

Ashoka University is India's premier interdisciplinary teaching and research university, an institution that has become a beacon of academic excellence in the less than 10 years since its inception. At Ashoka, we encourage you to embrace change, learn and grow continuously, and strive for excellence in what you do.

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 other innovative colleagues 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 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 high quality 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 thrives. 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 enhance your potential and make a meaningful impact.

About AshokaX:

- AshokaX is a unique and pioneering online initiative by Ashoka University, India's premier Liberal Arts and Sciences institution.
- It caters to college students, working professionals and lifelong learners, the platform aims to bridge gaps in traditional education models.
- AshokaX through its live sessions, discussion forums, and virtual classrooms allows learners to engage directly with Ashoka's esteemed faculty and their peers, fostering a sense of community and intellectual exchange.
- Leveraging best-in-class technology, the platform integrates multimedia, simulations, and real-world case studies to create a dynamic and immersive learning environment.
- AshokaX enables individuals to tailor their learning journey to their own schedules.
- The credibility of AshokaX is reinforced by the backing of Ashoka University's robust brand in the Indian higher education sector.
- The platform's global accessibility ensures that learners from diverse cultural backgrounds and geographical locations benefit from the academic excellence that Ashoka University is renowned for.

Role and Responsibilities:

The Assistant Manager - Outreach will work across aspects of outreach and intake for AshokaX' programmes for working professionals and college students.

- They will help identify the right audiences for AshokaX programmes, develop targeted outreach initiatives and execute and monitor effective intake efforts.
- As part of a small team, they will play a key role in driving outreach, under supervision, for AshokaX programmes across marketing channels including social media, email marketing and others.

- They will be responsible for lead management, conversion optimization performance and class composition for specific courses.
- They will be responsible for building overall brand awareness, marketing momentum and positioning for AshokaX as a unique, pioneering online learning initiative in India.

Qualifications and Skills Required:

The ideal profile for the AshokaX Assistant Manager Outreach position is a skilled, enterprising marketing operations Professional - well versed with best-in-class marketing practices, higher-education audiences and conversion optimization techniques.

- The candidate must be a **strong communicator** with a keen interest and passion for higher-education expansion, the new learning economy and online as a medium.
- The candidate must have **exceptional organizational abilities** with a firm grasp of project management tools and techniques.
- The candidate should have a strong grasp of **outreach and marketing practices**, including lead generation, customer relationship management and conversion optimization.
- The candidate must have **at least 2 years** of work-experience with specific exposure to B2C marketing and outreach and/or higher education - admissions & intake.
- The candidate must have experience of **direct sales** in some form, across experiences, to potential customers via email, phone or in-person.

Skill Sets:

- Purpose-driven and mission-led individuals deeply invested in the role of education for mass societal impact
- Ability to work in a fast paced, high growth and continuously evolving environment
- Result driven professionals, who can think creatively on the go and solve problems to deliver desired outcomes on time and of the highest standards
- People who work well in teams and can collaborate across teams, functions and levels in the organization
- Operationally strong, process driven & detail oriented
- Strong oral & written communication skills

Application Submission Process:

Submit your application to Ashoka University's AshokaX department 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 : <https://forms.gle/J8nLKsgN9zcJq1fE7>

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

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 **29th January 2024**. Applications received after the deadline will not be considered.