

Job Title: Assistant Manager/ Deputy Manager, CMGGA Program

Reports to: Head

Location: Sonipat

Experience (in years): 2-6 years

Nature of work:

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 CMGGA Program:

The Chief Minister's Good Governance Associate: <http://www.cmग्ga.in/> is a novel partnership between Ashoka University & the Haryana State Government in the area of youth led governance. The program offers first-hand experience to budding developing sector practitioners to work directly with the State and District administration to advance the scheme delivery outcomes of Haryana and further the CM's priority areas.

Role and Responsibilities:

- Handle end-to-end communication initiatives internally and on outreach channels.
- Design and execute communication campaigns for the CMGGA program per requirement, in alignment/ conjunction with program donors, Ashoka University, the Government of Haryana and other relevant stakeholders etc.
- Ideate and assist towards IEC material creation within the program, including marketing collaterals and presentations, case studies, newsletter content and mailers etc.
- Assist the program in the creation of blogs/ articles and other knowledge products, including theme specific annual publications etc. and support the dissemination of the same by identifying external publishing and collaboration opportunities
- Guide the program associates in the writing process and provide mentorship and editorial support as required

- Generate, collate and create infographics, stories of impact and testimonials etc. in support of the program's social media efforts
- Strategically devise strategies, dashboards, tracking metrics etc. to support and build on communications and PR within the program in a systemized fashion
- Storyboard or translate communication plans to the designers and/or vendor partners
- Manage communication calendar and ensure seamless and timely dissemination
- Ideate and contribute towards case study formulations & research within the program
- Assist in other programmatic tasks per requirement.

Qualifications: A Master's degree in communication, marketing or related discipline; at least 3 years of work experience

Skills Required: A candidate who has led Comms and marketing efforts for social development orgs, with experience in external stakeholder management, experience in youth mentorship/ a leadership/ writing coach would be ideal. Work ex with government/ quasi government bodies and experience of having driven social media campaigns is preferred. Experience in research, case studies formulation, editing/ infographic design/ usage of Canva, adobe and other new age editing and designing tools preferred.

Application Submission Process:

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

Share a cover letter outlining your interest in the program and the listed position

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

Submit Your Application on this link: <https://forms.gle/PfwnoyRczaoBr2Nz7>. 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.

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.