

AshokaX: Assistant Manager-Outreach JD

Brief

The AshokaX programme team is looking for an energetic and enterprising young professional to join the team as an Assistant Manager – Outreach. This is an exciting opportunity to work closely with the senior leadership of AshokaX to build a unique and ambitious online learning platform in India. AshokaX is backed by Ashoka University, India's premier Liberal Arts University. The Assistant Manager will work with the Director, AshokaX under his supervision. Interested applicants may email their profile to ashokax@ashoka.edu.in

Roles & Responsibilities

The Assistant Manager - Outreach will work across aspects of outreach and intake for AshokaX' online offerings for high-school, college and working professional audiences.

- They will help **identify the right audiences** for AshokaX programme offerings, 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.

Ideal Candidate Profile

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 3 years** of work-experience with specific exposure to B2C marketing and outreach and/or higher-education and admissions & intake.
- The candidate must have experience of **direct sales** in some form, across experiences, to potential customers via email, phone or in-person.

The Assistant Manager - Outreach will work with and report to the Director, AshokaX. The position is based out of New Delhi.

About AshokaX

AshokaX is a unique and pioneering initiative by Ashoka University, India's premier Liberal Arts university, to bring its world-renowned faculty and learning experience to a broader audience in India and around the world. Built on a robust intellectual foundation, AshokaX intends to further Ashoka University's mission to be inclusive, innovative, and diverse in its offerings. AshokaX will offer a wide range of online programmes, both live and asynchronous to a broad diversity of learners from high-school and college students to working professionals and lifelong learners. AshokaX is backed by Ashoka University's unmatched academic and intellectual resources and its strong brand in the Indian higher-education space.