

## **AshokaX: Assistant/ Deputy Manager-Outreach JD**

### **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.

### **Brief**

The AshokaX programme team is looking for an energetic and enterprising young professional to join the team as an Assistant/Deputy 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/ Deputy Manager will work with the Director, AshokaX under his supervision. Interested applicants may email their profile to [ashokax@ashoka.edu.in](mailto:ashokax@ashoka.edu.in)

### **Roles & Responsibilities**

The Assistant/Deputy 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/ Deputy 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.
- Total years of experience should be between 3-6 years.

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

