

Job Title: Assistant Manager/Deputy Manager, Sales & Marketing (TM- East)

Reports to: Senior Manager/Assistant Director, Sales & Marketing

Location: Kolkata/ Bhubaneswar/Patna, India

Experience (in years): Minimum 2-6 years of experience with premier organizations

Nature of work: Full Time (Monday – Friday)

About Ashoka University:

Ashoka University is India's leading Liberal Arts and Sciences University providing a distinctive interdisciplinary liberal education at par with the best universities in the world. Located in Sonapat, Haryana, Ashoka is India's first and only not-for-profit University built on the principles of collective public philanthropy.

Ashoka's 2,000-plus students, drawn from 30 states and over 243 cities in India and 27 other countries, receive a world-class interdisciplinary education, led by internationally renowned faculty. The University offers multidisciplinary programs that expose students to diverse perspectives, beyond classroom education. Ashoka students learn to be critical thinkers, effective communicators, and ethical leaders and have been placed in many of India's leading organizations in the consulting, banking, corporate, CSR and social sectors. Ashoka has also developed eleven Centres of Excellence to encourage academic and research collaborations and create societal impact. For further information, visit www.ashoka.edu.in.

We aim to co-create a nurturing space for our students, faculty, staff, donors and community positively through universal values:

- **Being mission driven and authentic**
- **Thinking strategically and creatively**
- **Collaborating with trust and respect**
- **Being accountable and driving for results**
- **Focused on service excellence**

Role and Responsibilities:

• **Relationship Management/Business Development**

- Building new relationships with schools, increasing market reach and penetration in assigned territory.
- Nurturing and managing existing and prospective relationships with school administrators, counsellors and third parties/business associates to set up interactions with students and parents of target groups

• **Strategy**

- Implementation of outreach strategies to maximize visibility and reach to target audience for UG Programme
- Business Development – new customer acquisition

• **People**

- Working in close coordination with the Regional Manager

• **Operations**

- Efficient implementation of outreach initiatives like delivering presentations and interactive sessions, participation in career fairs etc.
- Managing events such as principals' meets, press briefings, open houses
- Organizing academic workshops run by faculty at schools or sites

Eligibility:

- Bachelor's Degree/Masters or equivalent
- Minimum 2-6 years of experience with premier organizations

Skill Sets:

- Business Development
- Sales & Marketing
- Strong relationship management skills
- Persistence and diligence
- Exceptional communication skills

Application Submission Process

Please submit an updated CV at connect.hrd@ashoka.edu.in/ Centre's ID (As per requirement), with the subject line – <Job Name_Department_Applicant Name>.

Kindly ensure that the application includes the last compensation received, expected salary, and notice period.

Only shortlisted candidates will be contacted.

Ashoka is an equal opportunities employer. Remuneration will be competitive with Indian non-profit pay scales and will depend upon the candidate's experience levels and the overall organization's salary structure.