

Job Title: Deputy Manager / Assistant Manager, InfoEdge Centre for Entrepreneurship

Reports to: Director, InfoEdge Centre for Entrepreneurship

Location: Ashoka University, Campus

Experience (in years): 2 – 5 Years

Nature of work: Full - Time

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 InfoEdge Centre for Entrepreneurship:

The InfoEdge Centre for Entrepreneurship at Ashoka University is the creative hub that fosters the entrepreneurial endeavors of students, fellows, faculty members & founders. The Centre helps students turn their dreams into viable business ventures and encourages a culture of innovation on the campus through various activities & campaigns under the guidance of some of India's most successful entrepreneurs. We are committed to assisting students in every stage of the lifecycle of an enterprise – right from inspiration, ideation and initiation, to incubation, investments and internationalization for both mainstream innovations as well as ventures around social innovation and sustainability.

Role and Responsibilities:

The Centre seeks an Assistant/Deputy Manager - Media & Communications to strengthen its team with a strong brand recognition and digital presence. The Deputy Manager will play a key role in creative conceptualisation for projects & design, development of marketing materials, infographics, reports, social media management, and newsletters. The candidate should have the flexibility and bandwidth to work on multiple projects at once, a demonstrated understanding of best media practices, excellent communication skills, and professional expertise in handling multiple stakeholders in a higher education setup. Experience in planning and managing corporate events, educational workshops and/or academic seminars is a plus.

- Plan and execute Centre's digital activity including social media, website updates, and creation of annual as well as quarterly reports about the Centre's academic, curricular and other activities.
- Take care of creative conceptualization & execution for projects & design.
- Development of marketing materials, infographics, and reports on Canva and other tools.

- Manage social media platforms and newsletters.
 - Design reports and media content for events, guest sessions, and plan a content strategy with the team for the same.
 - Build a repository of the Centre's content/resources, and plan a knowledge management strategy for easily accessible data and information at all times.
 - Build visibility for the Centre through publications, programs, and collaborations on the website and through traditional as well as social media regularly.
 - Lead end-to-end events organized by the Centre every semester and execute them in an efficient and timely manner.
- The Assistant/Deputy Manager - Media & Communications may also be involved in other activities as required for the successful operational requirements of the Centre.

Qualifications:

- Minimum 2-5 years of working in an education setup in either an operations or communications role.
- Entrepreneurial mindset is a must.

Skills Required:

- Technical Competencies: Microsoft Office, Google Suite, Canva, Photoshop or other design software.
- Social media management/promotion: Facebook, Twitter, Instagram, LinkedIn, YouTube
- English Language Fluency: Speaking & Writing
- Keen to understand India's growing startup ecosystem and role of entrepreneurial education.
- Excellent design, communication and writing skills.
- Open to experimenting & adopting new techniques, tools, and methods.
- Demonstrated flexibility in successfully adapting to evolving situations.

Application Submission Process:

We invite you to embark on this journey by submitting your application to Ashoka University's InfoEdge Centre for Entrepreneurship. 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: Email your CV to connect.hr@ashoka.edu.in and entrepreneurship@ashoka.edu.in, ensuring the subject line reads as follows: "Designation – Department Name _Applicant Name>". 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.