

**Job Title:** Brand Director, Brand and Marketing

**Reports to:** Vice President, External Engagement

**Location:** Ashoka Campus/Delhi Office

**Experience (in years)**: 12-15 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.

**Role and Responsibilities:**

Ashoka has built a unique brand in higher education, which needs to be managed strategically to ensure a strong and consistent brand presence across all audiences and touchpoints of the University. The University does not do mass media advertising but communicates with its stakeholders (students, parents, recruiters, alumni, founders, potential employees, regulatory authorities, and institutional partners) through multiple platforms. Ashoka University has a strong social media presence and a rapidly growing website and features regularly in media stories for its achievements.

The University is recruiting for a Brand Director, who will be responsible for stewarding the Ashoka brand through a phase of dramatic growth and significant impact. The Brand Director role requires the ability to think innovatively across platforms and build a brand presence that is consistent with the University’s ambitious agenda. The Brand Director will lead a team of high-energy content creators and managers from the front and will need to channelize their

efforts into a consistent, coherent brand narrative with measurable outcomes.

The Brand Director will be responsible for the following result areas:

* Create category-leading brand strategies in line with the University’s overall strategy and execute them across various platforms to reach its different audiences optimally.
* Creating an annual plan for brand activities with defined metrics of success
* Driving awareness and relevance across all audiences
* Overseeing the creation and implementation of innovative communication campaigns with the highest quality online and offline content (on par with global standards)
* Growing Ashoka University’s social media platforms and website significantly in terms of user numbers and engagement and being in tune with changing content trends.
* Coordinating the brand and communication efforts of different verticals and departments of the University to ensure that Ashoka University’s messaging stays consistent, all activities reinforce Ashoka’s brand, and brand guidelines are followed.
* Monitoring brand health through a periodic audit with relevant stakeholders.

**Qualifications and Skills Required:**

* A bachelor’s and/or master’s degree with 12-15 years of relevant experience in
* content platforms, start-ups, ad agencies, or social media agencies
* A deep understanding of digital media including content, data, and analytics.
* Capability to deliver high-quality creative output in short response times.
* Experience in monitoring and improving brand health parameters
* A desire to aim higher constantly.
* High energy levels, the capacity to learn quickly and a keen eye for detail.
* Outstanding written and verbal communication skills
* Relationship-building skills to manage multiple stakeholders.
* Ability to use financial resources optimally.
* Impeccable integrity and a strong value system
* Apolitical nature

**Application Submission Process:**

We invite you to embark on this journey by submitting your application to Ashoka University's Brand and Marketing team. 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, ensuring the subject line reads as follows: "Designation – Brand and Marketing \_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.

**Adherence to Deadlines:** To ensure fairness and efficiency, please submit your application by 24th October, 23. Applications received after the deadline will not be considered.

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.