

Job Title: Communications & Outreach Associate, Koita Centre for Digital Health – Ashoka University

Reports to: Deputy Director, Koita Centre for Digital Health – Ashoka University

Location: Koita Centre for Digital Health – Ashoka University

Experience (in years): 3- 5 Years

Nature of work: Managing social media strategy and content, website content management, report writing, event coordination, and cross-functional outreach to support organisational communications and brand visibility.

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 Koita Centre for Digital Health-Ashoka:

Koita Centre for Digital Health at Ashoka (KCDH-A) is an interdisciplinary Centre, offering robust academic and research programmes aimed at advancing and developing a fresh perspective on Digital Health. It focuses on the convergence of healthcare, genomics, information technology, and artificial intelligence revolutions. KCDH-A aspires to nurture a new generation of Digital Health thinkers, innovators, and implementers through a balanced emphasis on education and research.

- The Centre offers strong academic programmes in digital health & informatics, drives research in next-generation digital health tools & solutions, and creates strong executive education in digital health.
- KCDH-A is a joint centre of the Trivedi School of Biosciences and the Department of Computer Science at Ashoka University, established with support from Koita Foundation, a philanthropic organisation with a mission to accelerate Digital Health adoption in India.

Role and Responsibilities:

- **Social Media Strategy & Execution:** Develop, curate, and schedule engaging content across platforms (e.g., LinkedIn, Twitter, Instagram) to increase brand visibility, audience engagement, and campaign reach.
- **Community Outreach & Engagement:** Monitor social media channels, respond to inquiries, and proactively identify and connect with relevant partners, or stakeholders to foster collaborative opportunities.

- Content Management: Write, format, and publish articles, event updates, and resource materials on the website; optimise pages for SEO and basic accessibility standards.
- Report Drafting: Draft departmental reports for internal and external stakeholders
- Analytics & Reporting: Track social media metrics (reach, engagement, conversion) and website analytics (traffic, bounce rate); provide monthly performance summaries and actionable recommendations.
- Cross-functional Coordination: Collaborate with program, communications, and operations teams to align outreach content with upcoming events, announcements, and organisational goals.
- Brand Consistency: Ensure all outreach materials (social posts, web copy, reports, posters) adhere to organisational style, tone, and visual guidelines.
- Event Support: Assist in planning, coordinating, and executing events (virtual, in-person, or hybrid), including logistics such as venue booking, participant invitations, agenda preparation, and on-site or virtual facilitation
- Maintain calendars for meetings

Qualifications:

Essential:

- Post Graduation in Bio Sciences/Health Sciences
- Relevant experience of 3-5 years

Desirable:

- Proven experience managing professional social media accounts (LinkedIn, Twitter/X, Instagram), including content calendaring, audience engagement, and performance analytics..
- Excellent written communication skills with demonstrated ability to draft clear, concise, and well-structured meeting reports, summaries, or minutes under tight deadlines.
- Basic graphic design or multimedia skills using tools like Canva, Adobe Express, or open-source software to create engaging social media visuals and web banners.
- Strong organisational and multitasking abilities to coordinate across outreach campaigns, update website content, and document meetings simultaneously.
- Familiarity with analytics tools (e.g., Meta Business Suite, Google Analytics, or native social insights) to track outreach performance and inform strategy adjustments.

Skills Required:

- Ability to design audience-focused outreach narratives and plan thematic content calendars aligned with organisational milestones.
- Competence in managing basic website functionality, troubleshooting content layout issues, and ensuring responsive design without deep coding.
- Skill in extracting key decisions, action items, and nuanced discussions from meetings or events and converting them into actionable written records.
- Experience supporting end-to-end event arrangements, including scheduling, vendor communication, participant tracking, and on-site or virtual coordination.
- Proficiency in all applications of MS Office (Word, Excel, PowerPoint)
- Excellent written and verbal communication skills.

Application Submission Process:

We invite you to embark on this journey by submitting your application to the Koita Centre for Digital Health- Ashoka University. 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 communications.kcdha@ashoka.edu.in, ensuring the subject line reads as follows: <"Communications & Outreach Associate – KCDH-A _ Applicant Name>". This will help us efficiently process your application.

Terms And Conditions:

- This position is temporary only. Employment will terminate immediately upon completion/termination of the project, and neither Ashoka University nor the Principal Investigator nor the funding agency is obligated to offer permanent employment.
- Only interview candidates will be contacted or notified. Date and time of the interview will be communicated via email exclusively.
- Under no circumstances will applications received after the vacancy notification deadline be considered.
- There will be no TA/DA given for attending the interview.
- This will be a Contractual hiring. Full-time on campus.