



Birla Institute of Technology and Science, Pilani

Off-campus Programmes and Industry Engagement

JOB DESCRIPTION

<p>About BITS, Pilani</p>	<p>Birla Institute of Technology & Science, Pilani has been declared as an "Institution of Eminence Deemed to be University" by the Central Government of India in exercise of the power conferred under Section 3 of the UGC Act 1956 and is a renowned science and technology institute with Its headquarter located in Pilani, Rajasthan, India. In addition to Pilani, BITS Pilani has campuses in Dubai, Goa, Hyderabad and Mumbai.</p> <p>Work Integrated Learning Programmes (WILP) was established in 1979 focuses on providing continuing education to working professionals across different sectors. WILP has 45+ years of educating working professionals, 46+ programmes, 1,20,000+ working professionals graduated, 46,000+ working professionals enrolled.</p>
<p>Industry</p>	<p>Higher Education</p>
<p>Post/Job Title</p>	<p>General Manager – Marketing & Communications, WILP</p>
<p>Job Type</p>	<p>Regular, Full time</p>
<p>Reporting to</p>	<p>Chief Operating Officer, WILP</p>
<p>Will also work very closely with</p>	<p>Key External: Media, Vendors, Key accounts, Clients, Retail (Students) Key Internal: WILP Leadership, Faculty, Staff</p>
<p>No. of positions</p>	<p>One Position</p>
<p>Location</p>	<p>Hyderabad Campus</p>
<p>Principal Responsibilities</p>	<ol style="list-style-type: none"> 1. Strategy and Planning: <ol style="list-style-type: none"> a. Build & Continuously Refine Marketing Strategy to Effectively position BITS Pilani's Education Programmes for Working Professionals & Other Off-Campus segments. b. Acquire key segment insights of both Enterprise Customers & Individual Learners across priority Industry Verticals to build segment specific messaging and outreach strategy. c. Scan the external environment for developments in focus industries; Carry out competitive analysis to understand the competitor offerings; Analyze industry trends and industry at global level regularly and derive implications for WILP marketing strategy. 2. BITS WILP Brand Positioning: <ol style="list-style-type: none"> a. Responsible to position BITS Pilani as the most trusted ally of the Industry to develop future skills talent & the most effective capability arsenal for working professionals to continuously remain relevant & grow in their respective careers. 3. Demand/Lead Generation through New Age Digital Marketing Mediums: <ol style="list-style-type: none"> a. Build & Execute Media plans that primarily involve popular digital media platforms, digital ad networks, social media platforms & other new age outreach mediums. With programmes for multiple industry verticals, professions, domains and eligibility levels. b. The incumbent is expected to use the power of digital media that can sharply target the right audience to ensure adequate generation of quality leads and maximum conversion. 4. Public Relations & Content Marketing: <ol style="list-style-type: none"> a. In addition to Performance Marketing, the incumbent would also have responsibility to effectively plan & manage PR activities for BITS WILP. This would range from Press Releases, Events, Conferences, articles, blogs, podcasts & press interviews. 5. Vendor Management:

	<p>a. BITS WILP works with globally reputed advertising, media and Public Relation agencies to execute its marketing and PR plans. The incumbent is expected to lead and manage these strategic vendors so that they deliver as per requirements and within budgets.</p> <p>6. People Management:</p> <p>a. Allocate responsibilities within team, monitor performance, provide developmental feedback, resolve grievances, counsel and mentor team members through the year; Appraise team's performance as per the performance management cycle; Assist HR in recruitment, as required.</p>
<p>Qualification and Personal Profile</p>	<p>MBA from a premier institute with specialization in Marketing.</p> <p>At least 12-15 years of experience with exposure to branding, PR and communications role.</p> <p>Experience in higher education/EdTech industry is preferable</p>
<p>Other Skill and Ability Requirements</p>	<p>A Google SEM, SEO, Meta Ads, Analytics, CRO, CRM, Automation Tools. Budget Management and Campaign planning.</p> <p>Collaborating with digital agencies & media partners, Communicating with impact, Relationship management skills.</p>