

 BITS Pilani Dubai Campus	JOB DESCRIPTION	BITS- HR-JD-F03	
		Rev. No.	00
		Issue No	01
		Issue Date	20 - 12 - 2024

Position Title	Manager – Marketing
Appointment	Full-time
Reporting to	Director, BITS Pilani, Dubai Campus
Department	Marketing
Location	Dubai, UAE
About BITS-Pilani Dubai Campus (https://www.bits-pilani.ac.in/dubai/)	<p>BITS Pilani, Dubai Campus (BPDC) is the international campus of Birla Institute of Technology and Science, Pilani, India and is located at the Dubai International Academic City. Set up in the year 2000, it is among the pioneer institutions in Dubai, offering high-quality engineering, technology and management education. It attracts a diverse student population from UAE, other GCC countries, Asia, Africa and the Far East.</p> <p>BPDC is approved by the University Grants Commission and Ministry of Human Resource Development, Government of India and by the Knowledge and Human Development Authority (KHDA), Government of Dubai.</p> <p>BITS Pilani has been granted the status of "Institute of Eminence" by MHRD, Government of India.</p> <p>BITS Pilani, Dubai Campus has been awarded a 5-star rating by the Knowledge and Human Development Authority (KHDA) in partnership with QS in 2022, recognizing our excellence in teaching, research, employability, and internationalization.</p> <p>BPDC offers B.E, M.E., M.B.A. and Ph.D. programmes in various engineering and allied disciplines, with nearly 1500 students from over 20 countries. The dynamic and vibrant campus has modern infrastructure and teaching/research facilities that enables BPDC to deliver a well-rounded education in an international environment by highly qualified faculty. Smart classrooms, cutting edge laboratory facilities with the latest equipment, a 24/7 Creative Laboratory, and high-definition video conferencing facilities that connects BPDC with the campuses in India are some of the value-added features of BPDC. The Practice School, an internship program embedded in the course structure organized in partnership with over 400 companies, facilitates industry attachment for students in preparation for their future careers.</p>
BPDC as a preferred workplace	BPDC provides an inclusive and supporting environment where you can grow your professional and personal self. BPDC is the place for you if you have the passion to make a difference.

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Institutional Responsibilities and Accountabilities	<ul style="list-style-type: none"> Act at all times in accordance with the BITS Pilani Dubai Campus's approved code of conduct. Work in accordance with BPDC's policies and procedures including following safe work practices for self and others. Proactively work towards achieving individual and team goals, whilst demonstrating BPDC's values and behaviour. Actively engage in and embrace professional development opportunities. Undertake any reasonable tasks as directed.
Job Purpose	<p>To develop and execute marketing strategies, oversee campaigns, and manage communication channels to enhance the university's brand, attract prospective students, engage with current students, alumni, and faculty, and support the university's overall growth and reputation.</p>
Key Responsibility Areas	<ul style="list-style-type: none"> Responsible and accountable for developing and implementing comprehensive marketing plans across multi-channel marketing campaigns, including digital, print, social media, and traditional advertising to promote academic programs, student services, events, and university initiatives Responsible and accountable for monitoring and assessing campaign performance and adjusting strategies for optimal results. Responsible and accountable for ensuring consistent messaging and brand identity across all marketing materials and communications Responsible and accountable for the creation of compelling content (write, edit, proof read) for various platforms, including websites, social media, email newsletters, brochures, and other promotional materials and ensuring that it aligns with the university's tone, style, and brand. Responsible and accountable for managing and optimizing digital marketing strategies, including social media campaigns, email marketing and awareness of SEO, SEM. Responsible and accountable for analyzing data and generating reports on web traffic, social media engagement, and other key performance indicators (KPIs). Responsible and accountable for planning and promoting university events such as open houses, recruitment fairs, alumni reunions, and graduation ceremonies on different social media platforms Responsible for collaborating with faculty, staff, and administrators to gather relevant content, success stories, and testimonials for marketing campaigns. Responsible for building and maintaining relationships with external media, vendors, and influencers

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	<ul style="list-style-type: none"> Responsible and accountable for developing and managing marketing budgets, ensuring cost-effective allocation of resources for various marketing initiatives, monitoring expenses and tracking ROI for marketing campaigns Responsible and accountable for conducting market research to understand prospective student needs, competitor activities, and industry trends and providing insights and recommendations to senior leadership Provide guidance and mentorship to the marketing team
Competencies Required	<ul style="list-style-type: none"> Experience in brand management and positioning, especially within a competitive higher education environment Proficiency in digital marketing tools (e.g., Google Analytics, social media platforms, email marketing software, CMS). Excellent project management and organizational skills. Creative thinking with a strong attention to detail. Ability to analyze data and generate actionable insights Understanding of the higher education landscape and trends. Strong interpersonal skills with the ability to work across multiple departments.
Educational qualification	Masters in Marketing, Communications, Business, or a related field
Experience	10-12 years of relevant experience with 3 -5 years of experience preferably in higher education.
Remuneration	Commensurate with qualifications and experience
<p>Interested candidates meeting the above qualifications and experience must apply online at http://universe.bits-pilani.ac.in/dubai/careers by January 6, 2025. Shortlisted candidates will be required to submit relevant documents. No enquiries will be entertained. Multiple applications will be summarily rejected.</p>	