



# Birla Institute of Technology and Science, Pilani

Off-campus Programmes and Industry Engagement

## JOB DESCRIPTION

<b>About BITS, Pilani</b>	<p><b>Birla Institute of Technology &amp; Science, (BITS Pilani)</b> is an Institute of Eminence conferred by the Ministry of Education, Govt of India. and is globally renowned as a science, technology &amp; management institute. It is located in Pilani, Rajasthan, India. In addition, has campuses in Dubai, Goa, Hyderabad &amp; Mumbai.</p> <p><b>Work Integrated Learning Programmes (WILP)</b> was established in 1979 to focus on providing continuing education to working professionals across different sectors. WILP offers BSc, B. Tech, M. Tech, MBA and Certificate programmes. And for last 45 years, it's amongst the most successful corporate education brand with 1.31Lac graduates, 360+ corporate partners and 46,000 active learners across 50+ programmes.</p>
<b>Industry/Service</b>	Higher Education, Executive and Corporate Education
<b>Post/Job Title</b>	<b>Senior Manager / Manager - Brand Marketing &amp; Communication</b>
<b>Job Type</b>	Regular, Full time
<b>Reporting to</b>	<b>GM-Marketing &amp; Communications</b>
<b>Will also work very closely with</b>	<p><b>Key External:</b> Brand Agency, Social Media Agency, and Content Development Agency</p> <p><b>Key Internal:</b> Faculty, Business Development Team, IT Team, Sales Team, and Finance &amp; Commercials Team</p>
<b>No. of positions</b>	<b>One Position</b>
<b>Job Location</b>	<b>Hyderabad</b>
<b>Principal Accountabilities &amp; Responsibilities</b>	<p><b>Brand Awareness, Recall and Share of Voice:</b></p> <ul style="list-style-type: none"><li>• Execute the annual brand calendar: Design and execute brand campaigns across various media- both offline and online.</li><li>• Collateral Management- Ensuring all collaterals of the brand are updated regularly and periodically reviewing their available in all markets.</li><li>• Standardize Branding &amp; collaterals as per the brand narrative and positioning.</li><li>• To campaign programmes in the digital field to create a great consumer connect for the brands within the categories.</li><li>• Digital -Driving Digital presence for the Brand including website updation &amp; Integrated Digital Campaigns spread across the year</li><li>• Conferences, ATL, BTL campaigns &amp; corporate events for Domestic Market</li><li>• Brand Building by means of external and internal communications including information on new launches, product related communication, brand developments, and regular information flow from the brand.</li></ul> <p><b>Brand Communication &amp; Digital listening:</b></p> <ul style="list-style-type: none"><li>• Implementing brand communications plans that drive the demand for Programmes</li><li>• Plan &amp; Execute brand communication initiatives including programme upgrades and new programme launches</li><li>• Content writing: Content development for the editorials, questionnaire, brand intros, website, brochures, newsletter etc.</li><li>• Analyze the effectiveness of all marketing communications via various tracking tools and periodic analysis.</li></ul>

	<p><b>Product Marketing &amp; Packaging:</b></p> <ul style="list-style-type: none"> <li>• Closely working with the Sales team to development right branding strategy keeping in mind the current market trends.</li> <li>• Manage Programme lifecycles for each of the respective industry.</li> <li>• Do competitive analysis on an ongoing basis for each of the programme categories Identify new programme to be launched in the market based on emerging market trends and prepare business case for launching the same.</li> <li>• Track monthly sales to provide forecasts for each of the programme categories.</li> </ul> <p><b>Team &amp; Vendor Management:</b></p> <ul style="list-style-type: none"> <li>• To ensure that all marketing documents &amp; materials are properly stored &amp; maintained.</li> <li>• Coordinating with the internal teams to understand their requirements and working towards them.</li> <li>• Agency Management- Development of communication strategy &amp; Creatives along with ensuring its implementation in line with projected outcomes via agency on board.</li> </ul> <p><b>MIS Reporting:</b></p> <ul style="list-style-type: none"> <li>• Publishing the Daily, Weekly, and Monthly MIS reports on the Brand and Market share growth Student service &amp; change requests, queries, escalations, resolutions provided, adherence to TATs etc.</li> </ul> <p><b>Identifying and Suggesting Process Improvement Initiatives to Management:</b></p> <ul style="list-style-type: none"> <li>• Should be process oriented and must have an eye for noticing gaps for improvements in the system and suggest process improvement measures and initiatives.</li> <li>• Brainstorm for "Out of the box" ideas for eliminating bottlenecks and roadblocks in process steps and suggest actions to improve the same.</li> <li>• Should be able to clearly articulate and document ideas and translate them to technical or process steps and liase with appropriate Teams for implementation.</li> </ul>
<p><b>Qualification and Personal Profile</b></p>	<ul style="list-style-type: none"> <li>• MBA or Equivalent from a reputed institute</li> <li>• Minimum 8 - 10 years of post-qualification work experience in which 4 - 6 years of Brand marketing, Product marketing and Brand Communication experience preferably in: Universities, Educational Institutions, EdTech Companies, Skill Development Companies. or Branding Agency, Creative Agency, Product marketing Agency, Social Media Agency etc.,</li> </ul>
<p><b>Other Skill and Ability Requirements</b></p>	<ul style="list-style-type: none"> <li>• Best Practices in Branding, Communication, Product marketing, Product packaging, Design langauge, Colour lanagauge, Customer survey, Brand survey, Customer Relationship Management, and Vendor management.</li> <li>• Process Orientation, Planning and Organizing Skills, Team Management, Working with Cross Functional Team, Excellent Verbal, Listening and Written Business Communication Skills, Multi-Tasking Abilities, Analytical Skills, Stakeholder Management, Problem Solving Skills, Time Management Skills, Attention to Detail, and Result Orientation.</li> </ul>
<p><b>Purpose</b></p>	<ul style="list-style-type: none"> <li>• To manage the Overall Product range (all programmes) offered by BITS Pilani WILP Division</li> <li>• Enhance the brand recall value of BITS Pilani WILP, and for creative top of the mind recall value among the working professionals</li> </ul>