



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, (BITS Pilani) is an Institute of Eminence conferred by the Ministry of Education, Govt of India. and is globally renowned as a science, technology & management institute. It is located in Pilani, Rajasthan, India. In addition, has campuses in Dubai, Goa, Hyderabad & Mumbai.</p> <p>Work Integrated Learning Programmes (WILP) 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>
<p>Industry/Service</p>	<p>Higher Education, Executive and Corporate Education</p>
<p>Post/Job Title</p>	<p>Manager – SEO & Organic Growth Specialist, WILP</p>
<p>Job Type</p>	<p>Regular, Full time</p>
<p>Reporting to</p>	<p>GM-Marketing & Communications</p>
<p>Will also work very closely with</p>	<p>Key External: SEO & Content Agencies, AI Search Optimization vendors, YouTube content partners Key Internal: Performance Marketing, Content, Product/IT, Analytics teams</p>
<p>No. of positions</p>	<p>One Position</p>
<p>Job Location</p>	<p>Hyderabad</p>
<p>Principal Accountabilities & Responsibilities</p>	<p>SEO Strategy & Execution:</p> <ul style="list-style-type: none"> • Own BITS Pilani WILP's organic search presence — develop and execute a comprehensive SEO roadmap covering technical SEO, on-page optimization, and off-page/link building • Conduct regular technical SEO audits and resolve issues related to crawlability, indexation, site speed, Core Web Vitals, and structured data • Drive keyword research and content gap analysis to identify organic growth opportunities across all programme verticals • Monitor and improve rankings across search engines; track and report on organic traffic, keyword positions, and conversion metrics via Google Search Console, GA4, SEMrush/Ahrefs • Manage and guide SEO agency partners; own quality control, deliverable tracking, and performance benchmarking <p>AI & Generative Search Optimizations (AEO/GEO):</p> <ul style="list-style-type: none"> • Build and execute BITS Pilani WILP's strategy for visibility in AI-driven search environments (Google AI Overviews, ChatGPT, Perplexity, Gemini, and other LLM-powered discovery surfaces) • Optimize content for entity-based SEO, structured data, and question-answer formats to improve presence in AI-generated responses • Stay current on evolving AEO/GEO best practices and proactively adapt strategy as the search landscape shifts • Develop content assets and schema strategies that position WILP as a trusted authority in the AI search ecosystem <p>Content optimization & Management:</p> <ul style="list-style-type: none"> • Partner with the content and product teams to optimize all web pages — programme pages, landing pages, blogs, and resource content — for organic discoverability and conversion • Create and manage a content calendar aligned to search demand, admission cycles, and programme priorities

	<ul style="list-style-type: none"> • Review and edit content created by writers/agencies to ensure SEO best practices are embedded without compromising brand voice • Implement and iterate on landing page SEO in coordination with the performance marketing team to resolve the campaign vs. programme page performance gaps <p>YouTube & Video Content Growth:</p> <ul style="list-style-type: none"> • Own BITS Pilani WILP's YouTube strategy — develop a channel growth roadmap including content planning, SEO optimization (titles, descriptions, tags, thumbnails), and subscriber acquisition • Manage video content pipeline in collaboration with content and creative teams; oversee production coordination with agencies • Track YouTube analytics and optimize for watch time, subscriber growth, and traffic-to-website conversion • Identify opportunities to repurpose long-form content into YouTube-native formats (explainer videos, faculty talks, student testimonials, programme deep-dives) <p>Performance Reporting & optimization:</p> <ul style="list-style-type: none"> • Own weekly and monthly organic performance dashboards; track and report SEO KPIs to the GM – Marketing • Leverage tools such as Google Search Console, GA4, SEMrush, Ahrefs, and Screaming Frog for continuous monitoring and opportunity identification • Benchmark WILP's organic performance against key competitors (up Grad, Manipal, IIMs, ISB) and recommend strategy adjustments. • Collaborate with the analytics team to connect organic traffic data with lead quality and enrolment outcomes
<p>Qualification and Personal Profile</p>	<ul style="list-style-type: none"> • B.Tech / MBA or equivalent with 3–7 years of hands-on SEO experience, including at least 2 years in a strategy-owning role. Prior experience in education, edtech, or professional services preferred. • Demonstrated track record of growing organic traffic and improving keyword rankings at scale.
<p>Other Skill and Ability Requirements</p>	<ul style="list-style-type: none"> • Technical SEO Expertise: Deep proficiency in technical SEO including site architecture, Core Web Vitals, schema markup, and crawl optimization • AI Search Awareness: Working knowledge of AEO/GEO and experience optimizing content for LLM-driven discovery platforms • Tools Proficiency: Hands-on experience with Google Search Console, GA4, SEMrush or Ahrefs, Screaming Frog, and content management systems • YouTube & Video SEO: Practical knowledge of YouTube channel growth, video SEO, and content strategy for education audiences • Agency Management: Experience managing external SEO and content agencies — setting KPIs, reviewing deliverables, and holding partners accountable • Analytical Rigor: Strong data interpretation skills; ability to connect SEO performance to business outcomes (leads, enrolments, cost per acquisition) • Communication: Clear communicator with the ability to translate technical SEO concepts for non-technical stakeholders • Candidates based in or willing to relocate to Hyderabad are preferred.