



# Birla Institute of Technology and Science, Pilani

Off-campus Programmes and Industry Engagement

## JOB DESCRIPTION

<p><b>About BITS, Pilani</b></p>	<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>
<p><b>Industry/Service</b></p>	<p>Higher Education, Executive and Corporate Education</p>
<p><b>Post/Job Title</b></p>	<p><b>Assistant Manager – Marketing Operations</b></p>
<p><b>Job Type</b></p>	<p>Regular, Full time</p>
<p><b>Reporting to</b></p>	<p><b>GM-Marketing &amp; Communications</b></p>
<p><b>Will also work very closely with</b></p>	<p><b>Key External:</b> Marketing Technology vendors, Creative &amp; Media agencies, Analytics partners. <b>Key Internal:</b> All Marketing sub-teams, IT, Admissions, Finance, and Faculty teams</p>
<p><b>No. of positions</b></p>	<p><b>One Position</b></p>
<p><b>Job Location</b></p>	<p><b>Hyderabad</b></p>
<p><b>Principal Accountabilities &amp; Responsibilities</b></p>	<p><b>Marketing Operations &amp; Process Management:</b></p> <ul style="list-style-type: none"> <li>• Own the day-to-day operational backbone of the marketing function — managing workflows, approvals, calendars, and cross-team coordination to ensure seamless execution</li> <li>• Build and maintain standard operating procedures (SOPs) for all marketing processes including campaign execution, content approvals, asset management, and agency deliverables</li> <li>• Act as the central coordination point between marketing sub-teams (SEO, Social, Performance, B2B, Content) and external agencies — tracking tasks, deadlines, and dependencies</li> <li>• Support the GM – Marketing in operational planning, budget tracking, and internal reporting</li> </ul> <p><b>Content Asset Management &amp; Pipeline:</b></p> <ul style="list-style-type: none"> <li>• Maintain a well-organized digital asset library — managing naming conventions, version control, and accessibility across short-form, medium-form, and long-form content</li> <li>• Support the creation, review, and publishing pipeline for content across formats and channels — ensuring timely delivery and brand consistency</li> <li>• Coordinate content repurposing across mediums; suggest evergreen and seasonal content opportunities based on performance data and calendar gaps</li> <li>• Manage content updates on the WILP website in coordination with SEO and product teams</li> </ul> <p><b>Vendor &amp; Agency Coordination:</b></p>

	<ul style="list-style-type: none"> <li>• Serve as the primary operational interface with creative, media, SEO, and analytics agencies — tracking deliverables, managing timelines, and escalating issues</li> <li>• Prepare and process purchase orders, vendor briefs, and work orders in coordination with Finance and Procurement</li> <li>• Maintain vendor performance trackers; support periodic evaluation and review of agency relationships</li> <li>• Manage contracts and renewals for marketing technology tools and subscriptions</li> </ul> <p><b>Martech &amp; Tools Administration:</b></p> <ul style="list-style-type: none"> <li>• Support the administration and upkeep of marketing technology platforms including CRM marketing tools (MO Engage/SFMC), analytics dashboards (Tableau/GA4), and ad platforms</li> <li>• Maintain campaign tagging hygiene — UTM structures, naming conventions, and tracking parameters across all digital channels</li> <li>• Coordinate with IT and analytics teams on data pipeline issues, tool integrations, and reporting needs</li> <li>• Assist in evaluating and onboarding new marketing tools as part of the martech stack evolution</li> </ul> <p><b>Brand Compliance &amp; Quality Control:</b></p> <ul style="list-style-type: none"> <li>• Serve as the brand guideline custodian within the marketing team — reviewing all outgoing content and materials for accuracy, tone, and visual consistency</li> <li>• Ensure compliance with BITS Pilani brand standards across all marketing collateral — digital, print, events, and social</li> <li>• Proofread and quality-check marketing copy, emails, landing pages, and campaign assets before launch</li> </ul>
<p><b>Qualification and Personal Profile</b></p>	<ul style="list-style-type: none"> <li>• Graduate / MBA with 3–6 years of experience in marketing operations, project management, or a closely related function. Prior experience in a marketing team within education, EdTech, professional services, or a fast-paced B2C/B2B environment preferred.</li> <li>• Exposure to marketing technology platforms and campaign execution is a strong advantage.</li> </ul>
<p><b>Other Skill and Ability Requirements</b></p>	<ul style="list-style-type: none"> <li>• <b>Process Discipline:</b> Extremely detail-oriented with a process-first mindset; ability to build and maintain SOPs in a dynamic environment</li> <li>• <b>Project Management:</b> Proficiency in project management tools (e.g., Monday.com, Asana, Trello); strong at managing multiple workstreams simultaneously</li> <li>• <b>Digital Asset Management:</b> Experience organizing and maintaining a marketing asset library; familiarity with naming conventions and version control practices</li> <li>• <b>Vendor Management:</b> Proven ability to coordinate with multiple external agencies and vendors; disciplined follow-through on timelines and deliverables</li> <li>• <b>Martech Familiarity:</b> Basic understanding of marketing technology platforms (CRM, email/WhatsApp automation, analytics); ability to manage tool administration tasks</li> <li>• <b>Communication &amp; Coordination:</b> Strong communicator with the ability to work across teams and functions; professional, responsive, and solution-oriented</li> <li>• <b>Brand Sensitivity:</b> Strong attention to detail in content and copy; ability to uphold brand guidelines and quality standards across all marketing outputs</li> <li>• Candidates based in or willing to relocate to Hyderabad are preferred.</li> </ul>