



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 – Social Media</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: Social Media Agency, Content Creation partners, Influencer/Alumni networks Key Internal: Content, SEO, Performance Marketing, B2B, Events, and Brand teams</p>
<p>No. of positions</p>	<p>One Position</p>
<p>Job Location</p>	<p>Hyderabad</p>
<p>Principal Accountabilities & Responsibilities</p>	<p>Social Media Strategy & Channel Ownership:</p> <ul style="list-style-type: none"> • Develop and execute BITS Pilani WILP's social media strategy across YouTube, LinkedIn, Instagram (Meta), and other relevant platforms • Own channel-wise growth roadmaps — including content mix, posting cadence, community engagement, and audience-building objectives aligned to enrolment and brand goals • Define and manage the social media calendar in alignment with admission cycles, programme launches, events, and brand campaigns • Benchmark WILP's social presence against key competitors and EdTech platforms; identify gaps and opportunities for differentiated positioning <p>Content Creation & Publishing:</p> <ul style="list-style-type: none"> • Create and curate high-quality content tailored to each platform — long-form LinkedIn thought leadership, Instagram Reels and carousels, YouTube Shorts, Facebook community posts • Brief and manage agency partners and freelance creators; review and approve all content before publishing to ensure brand consistency and quality • Develop content themes aligned with BITS Pilani's 'Institution of Eminence' brand positioning — academic credibility, career impact, and working professional community • Drive storytelling through student testimonials, faculty spotlights, alumni achievements, and programme explainers <p>Online Reputation Management (ORM):</p> <ul style="list-style-type: none"> • Monitor brand mentions, comments, and conversations across social platforms, Reddit, Quora, and review sites; respond promptly and professionally to queries and feedback • Develop and implement a proactive ORM strategy to build a positive brand perception among prospective students, corporate partners, and alumni

	<ul style="list-style-type: none"> • Escalate and coordinate resolution of negative sentiment with relevant internal teams; maintain response SLA discipline across all channels • Track and report on sentiment trends and brand health metrics periodically <p>Community Building & Engagement:</p> <ul style="list-style-type: none"> • Grow WILP's subscriber and follower base organically across platforms with a focus on quality engagement from working professionals and decision-makers • Build and nurture a thriving alumni and learner community on social platforms; drive participation in WILP events, milestones, and campaigns • Identify and engage with relevant influencers, industry voices, and alumni advocates to amplify reach and credibility <p>Performance & Reporting:</p> <ul style="list-style-type: none"> • Track and report on key social media metrics — reach, engagement rate, follower growth, website traffic from social, and lead contribution — on a weekly and monthly basis • Leverage native platform analytics and tools to derive insights and continuously optimize content performance • Collaborate with the performance marketing team to ensure alignment between organic and paid social strategies
<p>Qualification and Personal Profile</p>	<ul style="list-style-type: none"> • MBA preferred, with 5–10 years of experience in social media marketing within EdTech, higher education, professional services, or e-commerce. • Demonstrated track record of growing brand presence and engagement on LinkedIn, YouTube, and Instagram. Experience managing agencies and working in a fast-paced, multi-stakeholder environment.
<p>Other Skill and Ability Requirements</p>	<ul style="list-style-type: none"> • Platform Expertise: Deep hands-on knowledge of LinkedIn, YouTube, Instagram, and Meta platforms — content formats, algorithm dynamics, and growth levers • Content Sensibility: Strong creative judgment with the ability to develop and evaluate content that is on-brand, platform-native, and audience-relevant • ORM Capability: Experience managing online reputation across social and review platforms; composed, professional, and solution-oriented in public interactions • Agency Management: Proven ability to brief, manage, and hold external agencies accountable for quality and performance • Analytics & Reporting: Proficiency with native social analytics tools and ability to translate data into actionable insights • Brand Awareness: Understanding of institutional brand tone — ability to distinguish between an academic institution's voice and a typical EdTech brand • Communication Skills: Excellent written communication skills; ability to write crisp, engaging copy adapted to different platforms and audiences. • Candidates based in or willing to relocate to Hyderabad are preferred.