

 BITS Pilani Dubai Campus	JOB DESCRIPTION	BITS- HR-JD-F03	
		Rev. No.	00
		Issue No	01
		Issue Date	08-Jan-25

Position	Admissions Counsellor
Level	Assistant
Appointment	Full-time, Contractual
Reporting to	Dy Manager - Admissions
Department	Admissions
Location	Hyderabad, India
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, BBA, 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>



JOB DESCRIPTION

BITS- HR-JD-F03

Rev. No. 00

Issue No 01

Issue Date 08-Jan-25

<p>BPDC as a preferred workplace</p>	<p>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.</p>
<p>Institutional Responsibilities and Accountabilities</p>	<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 behavior. • Actively engage in and embrace professional development opportunities. • Undertake any reasonable tasks as directed.
<p>Job Purpose</p>	<p>Responsible for promoting the institute, engaging with prospective students, and driving the admissions process. The role is based in Hyderabad, India and involves representing the institute at recruitment events across India, telemarketing to generate and convert leads, providing personalized guidance to students, assessing applications, and building relationships with key stakeholders. The Admissions Counsellor works collaboratively with the admissions team to achieve enrolment targets and ensure a seamless admissions student.</p>
<p>Key Responsibility Areas</p>	<ul style="list-style-type: none"> • Responsible for Recruitment and Outreach <ul style="list-style-type: none"> ○ Represent the university at high schools, college fairs, virtual sessions, and other recruitment events to promote the institution's programs and values. ○ Engage prospective students and families by providing detailed information on programs, scholarships, financial aid, and admissions processes. ○ Build and nurture relationships with high school counselors, community organizations, and other influencers to enhance university visibility and attract diverse applicants. ○ Generate leads through targeted outreach activities to increase enrollment numbers. • Responsible and accountable for Telemarketing and Lead Conversion <ul style="list-style-type: none"> ○ Conduct telemarketing campaigns to engage prospective students and follow up on inquiries and leads. ○ Provide personalized guidance and build rapport with prospective students over calls and virtual platforms. ○ Strategize and execute lead conversion activities to maximize enrolment numbers. ○ Maintain and update lead databases, ensuring accurate tracking of engagement and conversion metrics.

 BITS Pilani Dubai Campus	JOB DESCRIPTION	BITS- HR-JD-F03	
		Rev. No.	00
		Issue No	01
		Issue Date	08-Jan-25

	<ul style="list-style-type: none"> Responsible and accountable for assessing eligibility i.e. determining whether applicants meet academic, program-specific, and other criteria set by the institute. Assist in creating admissions collaterals, including brochures, promotional kiosks, presentations, and digital content. Ensure promotional materials effectively communicate the university's offerings and unique value proposition Assist in any other institutional tasks as requested by the leadership
Competencies Required	<ul style="list-style-type: none"> Target-oriented mindset with a proven ability to achieve enrolment goals. Adaptability to work in a dynamic and fast-paced environment. Ability to build and maintain relationships with diverse internal and external stakeholders. Strong interpersonal and communication skills, with a focus on customer engagement. Telemarketing expertise, with the ability to handle high volumes of calls effectively. Proficiency in CRM tools and MS Office applications. Organizational skills and ability to manage multiple priorities and deadlines.
Educational qualification	Bachelors in Marketing, Communications, Business, or a related field
Experience	<ul style="list-style-type: none"> 2-4 years of experience in admissions, telemarketing, or student recruitment, preferably in a higher education setting. Proven experience in lead generation and conversion activities. Experience in public speaking or event coordination is an advantage.
Remuneration	Fixed Consolidated Salary, 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 23, 2025. Shortlisted candidates will be required to submit relevant documents. No enquiries will be entertained. Multiple applications will be summarily rejected.</p>	