



Birla Institute of Technology & Science, Pilani

Dubai Campus

Advertisement No.: BPDC/NT/10/2023

RECRUITMENT	
Position Title	Executive- Marketing & Communications
Position Level	Executive
Reporting to	Head – Communications Division
Department/Division	Communications
Location	Dubai, UAE
No. of position	1 This position is currently open and the selected candidate will be required to start immediately.
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 and technology education. It attracts a diverse student population from UAE, other GCC countries, Asia, Africa and Far East.</p> <p>BPDC is approved by University Grants Commission and Ministry of Human Resource Development, Government of India and is permitted by the Knowledge and Human Development Authority (KHDA), Government of Dubai. BITS Pilani has been granted the status of "Institute of Eminence" by MHRD, Government of India.</p> <p>BPDC offers B.E, 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 future careers.</p>
BPDC as a preferred workplace	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.
POSITION SUMMARY	<p>We are seeking a dynamic and creative Marketing and Communications Executive to join our team. This role will play a crucial part in achieving strong brand visibility, student recruitment targets and other business objectives through strategic marketing and communication efforts.</p> <p>The Executive will be responsible for the planning and execution of the outreach, efforts to support student recruitment globally. This position works closely with the leadership, internal and external stakeholders. He/ She will be responsible for developing and implementing marketing plans and strategies, representing the University in all the outreach events locally and globally. This position requires extensive traveling with excellent communication and organizational skills, attention to detail, and the ability to work independently. He/ She must be able to manage multiple campaigns/events simultaneously and have the ability to work well under pressure.</p>

POSITION RESPONSIBILITIES AND ACCOUNTABILITIES	<p><i>Develop Marketing Strategies and Campaigns</i></p> <ul style="list-style-type: none"> • Actively be involved in creating comprehensive marketing strategies and campaigns to achieve student recruitment targets and overall business objectives. • Well-versed with various marketing channels, including digital and social media, offline advertising, and event promotions. <p><i>Vendor Management</i></p> <ul style="list-style-type: none"> • On-board and manage relationships with external vendors to facilitate marketing campaigns across digital, online, and offline channels. <p><i>Monitoring Performance Campaigns</i></p> <ul style="list-style-type: none"> • Work closely with the digital agency to develop strategies and optimize campaigns aimed at increasing outreach and branding efforts. • Create performance reports for marketing campaigns and events to assess the return on investment (ROI) and identify areas for improvement. <p><i>Market Research</i></p> <ul style="list-style-type: none"> • Conduct timely market research to identify the target audience in different regions and develop innovative marketing campaigns accordingly. <p><i>Creative Content Development</i></p> <ul style="list-style-type: none"> • Develop innovative and creative content for offline, print, and digital materials while adhering to brand guidelines. <p><i>Content Calendar and Marketing Material</i></p> <ul style="list-style-type: none"> • Ideate and curate monthly content calendars for social media and online campaigns. • Develop marketing materials and collaterals, including brochures, posters, videos, leaflets, etc. • Create mood boards for photoshoots and corporate videos. • Support photographers/videographers in directing the shoot. • Deliver and approve communication materials, including press releases, editorial write-ups, website content, media briefing notes, publications, and social media content • Identify the vendors to liaise and order merchandise material for corporate & student events <p><i>Event Support</i></p> <ul style="list-style-type: none"> • Create event-specific presentations for webinars, career fairs, and other events. • Assist in planning and executing various promotional events and workshops. • Be part of the hospitality team and guide the team members as necessary. <p><i>Email/SMS/WhatsApp Campaigns</i></p> <ul style="list-style-type: none"> • Plan and execute effective email, SMS, and WhatsApp campaigns through drip marketing. <p><i>Brand Compliance</i></p> <ul style="list-style-type: none"> • Ensure strict compliance with brand guidelines while creating campaign collaterals. <p><i>Collaboration and Sponsorship</i></p> <ul style="list-style-type: none"> • Seek potential collaboration and sponsorship opportunities aligned with specific events to benefit the institute
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	<ul style="list-style-type: none"> • Connect with schools, industry experts, and corporate entities to build long-term relationships that can benefit the institute. <p><i>School/Student Engagement</i></p> <ul style="list-style-type: none"> • Plan periodic events, workshops, sessions, and internships for students driving registrations and engagement. <p><i>Admissions Promotion /Travel and Outreach</i></p> <ul style="list-style-type: none"> • Partner with student recruiting agents across different geographies to plan promotional events and increase enrolments. • Give presentations to promote the admissions, including walk-ins, cafés, and open evenings. • Visit various cities and schools for admissions promotional activities. • Support the Head of Division in conducting webinars and external sessions for virtual interaction with schools and other stakeholders.
INSTITUTIONAL RESPONSIBILITIES AND ACCOUNTABILITIES	<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 behaviours. • Actively engage in and embrace professional development opportunities. • Undertake any reasonable tasks as directed.
QUALIFICATIONS AND SKILLS	<ul style="list-style-type: none"> • Bachelor in Marketing Management, Communications or equivalent. • A minimum of 3 years' experience in admission and marketing in leading academic institutions is desired. Proven experience in marketing and communications, in education sector is desired. • Strong understanding of digital marketing, social media, and CRM systems. • Ability to work across full range of Media platforms with knowledge of Digital and Social Media Marketing. • Excellent written and verbal communication skills. • Creative thinking and ability to develop innovative marketing campaigns. • Strong project management skills and the ability to work in a fast-paced environment. • Proficiency in data analysis and reporting tools. • Strong interpersonal skills, including the ability to liaise with both internal and external clients from a variety of cultural backgrounds and organizational levels and the ability to be professional, courteous, discreet and diplomatic at all times. • Ability to prioritize and work proactively. • Willingness to travel as required. • Willingness to work on the weekends as required. • Efficient and effective administrative, time management and organisational skills, including strong attention to detail. • Proficiency in MS Office and Data Management skills • Willingness to learn and keep skills and product knowledge up-to-date. • Proven ability to learn new processes and procedures quickly. • Ability to maintain the security of confidential information and records.
REMUNERATION	Commensurate with qualifications and experience

Interested candidates meeting the above qualifications and experience must apply online at <http://universe.bits-pilani.ac.in/dubai/careers> by **November 3, 2023**. Shortlisted candidates will be required to submit relevant documents. No enquiries will be entertained. Multiple applications will be summarily rejected.

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