



# Birla Institute of Technology & Science, Pilani

## Dubai Campus

Advertisement No.: BPDC/NT/09/2023

<b>RECRUITMENT</b>	
<i>Position Title</i>	Executive- Admissions
<i>Position Level</i>	Executive
<i>Reporting To</i>	Sr. Manager- Admissions
<i>Department</i>	Admissions
<i>Location</i>	Dubai, U.A.E.
<i>No. of positions</i>	1
<i>About BITS Pilani, Dubai Campus</i> <a href="https://www.bits-pilani.ac.in/dubai/">(https://www.bits-pilani.ac.in/dubai/)</a>	<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>



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<p><i>BPDC as a preferred workplace</i></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><i>Position Summary</i></p>	<p>The Executive -Admissions is responsible for the planning and execution of the recruitment and admissions process in the Institute. This position works closely with the recruitment and admissions team, as well as faculty, staff, and students. He/ She will be responsible for developing and implementing recruitment plans and strategies, managing the application review process, and overseeing admissions. This position requires excellent communication and organizational skills, attention to detail, and the ability to work independently. He/ She must be able to manage multiple projects simultaneously and have the ability to work well under pressure.</p>
<p><i>Position Responsibilities &amp; Accountabilities</i></p>	<p><b>Admission</b></p> <ul style="list-style-type: none"><li>• Handle admission related telephonic and personal Queries</li><li>• Provide superior customer service to prospective students and their parents during visit to the campus and through various other modes of communication such as emails and telephone</li><li>• Effective Lead/Data Management and follow-up by efficient allocation delegation among staff and professional students.</li><li>• Set Lead conversion targets and achieve them.</li><li>• Conduct of higher degree / Ph.D. interviews/test.</li></ul> <p><b>Exhibitions and Recruitment visits</b></p> <ul style="list-style-type: none"><li>• Coordinate the School's presence and participate in exhibitions both nationally and internationally</li><li>• <b>Visit various schools offering high school in UAE to seek presentation opportunities</b></li><li>• <b>Conduct presentations in Roadshows in various countries</b></li><li>• Support the Sr. Manager in planning, researching and coordinating the overseas recruitment drives.</li><li>• Conduct market research and analysis to identify potential markets, brand awareness and competition.</li><li>• Providing market analysis post event</li><li>• Ensuring prompt follow-up by executives of exhibition enquiries/ leads</li></ul> <p><b>On-Campus Events</b></p>



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	<ul style="list-style-type: none"><li>• Co-ordinate and successfully conduct Open Days, Workshops, Fam Tours and admission related events aimed at prospective students, school teachers and counsellors, parents etc.</li><li>• Plan and execute the Freshmen Orientation programme with the Admissions Team</li></ul> <p><b>Website and e- communications</b></p> <ul style="list-style-type: none"><li>• Creating and updating admission information on the Institute website and other external websites &amp; directories subscribed, as necessary</li><li>• Monitoring the Institute’s social media handles and digital marketing.</li><li>• Monitor and update Chatbot and Unibuddy platform</li><li>• Providing ideas and input into the development of new e-marketing materials such as direct mailers to prospective students etc.</li></ul> <p><b>Admission collateral and publicity material</b></p> <ul style="list-style-type: none"><li>• Design, develop and proof-check admission related material such as bulletin, brochures, prospectus, posters, flyers etc.</li><li>• Co-ordinate and involve in the design of creative copies for diverse campaigns.</li><li>• Assist in preparing PowerPoint presentations for student recruitment events</li><li>• Responsible for the School’s publicity stands/kiosks and other events support material at external events.</li><li>• Selection and ordering of promotional merchandise for exhibitions and for use as corporate gifts</li><li>• Arrange and facilitate testimonials, photo and video shoots of students and Alumni</li><li>• Monitor progress of campaigns using various metrics and submit reports of performance</li></ul>
<p><i>Institutional Responsibilities &amp; Accountabilities</i></p>	<ul style="list-style-type: none"><li>• Act at all times in accordance with the BITS Pilani Dubai Campus’s approved code of conduct.</li><li>• Work in accordance with BPDC’s policies and procedures including following safe work practices for self and others.</li><li>• Proactively work towards achieving individual and team goals, whilst demonstrating BPDC’s values and behaviours.</li><li>• Actively engage in and embrace professional development opportunities</li><li>• Undertake any reasonable tasks as directed.</li></ul>



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<p><i>Qualifications &amp; Skills</i></p>	<ul style="list-style-type: none"><li>• Master's Degree in Business Administration/ Management Studies/ Marketing Management or equivalent with Bachelor of Engineering/ Technology preferred.</li><li>• A minimum of 10 years experience in admission and marketing in academic institutions</li><li>• 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.</li><li>• Excellent written and verbal (including telephone and in person) communication skills.</li><li>• Outstanding Public Speaking skills</li><li>• Willingness to travel extensively</li><li>• Efficient and effective administrative, time management and organisational skills, including strong attention to detail.</li><li>• Proficiency in MS Office and Data Management skills</li><li>• Demonstrated effective and efficient administration, problem solving and numerical skills, including high attention to detail.</li><li>• Demonstrated initiative with a flexible, can do attitude.</li><li>• Willingness to learn and keep skills and product knowledge up-to-date.</li><li>• Demonstrated ability to prioritize work and complete tasks within agreed timeframes.</li><li>• Responsive to changing needs of the business.</li><li>• Proven ability to learn new processes and procedures quickly.</li><li>• Ability to maintain the security of confidential information and records.</li><li>• Ability to work across full range of Media platforms with knowledge of Digital and Social Media Marketing.</li></ul>
<p><i>Desirable</i></p>	<p>Knowledge of Arabic</p>
<p><i>Remuneration</i></p>	<p>Commensurate with qualifications and experience.</p>



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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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