



# 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, Pilani</b> has been declared as an "Institution of Eminence Deemed to be University" by the Central Government of India in exercise of the power conferred under <b>Section 3</b> of the <b>UGC Act 1956</b> and is a renowned science and technology institute with Its headquarters located in Pilani, Rajasthan, India. In addition to Pilani, BITS Pilani has campuses in Dubai, Goa, Hyderabad and Mumbai.</p> <p>The <b>Work Integrated Learning Programmes (WILP) of BITS Pilani</b>, established in 1979, is dedicated to delivering high-quality continuing education for working professionals across diverse industries. With a legacy of over 46 years, WILP offers 57+ programmes, has 52,000+ enrolled learners, and has enabled over 1,39,000 professionals to successfully graduate through its industry-aligned academic offerings.</p>
<p><b>Industry/Service</b></p>	<p>Higher Education</p>
<p><b>Post/Job Title</b></p>	<p>Head / General Manager – Marketing &amp; Communications</p>
<p><b>Job Type</b></p>	<p>Regular, Full time</p>
<p><b>Reporting to</b></p>	<p>Chief Operating Officer</p>
<p><b>No. of positions</b></p>	<p>1</p>
<p><b>Job Location</b></p>	<p>Hyderabad City Office</p>
<p><b>Job Purpose</b></p>	<p>The Head of Marketing will lead end-to-end marketing strategy with a strong focus on growth, demand generation, and best practices in digital marketing. Drive high-quality lead generation, campaign planning, brand positioning, and analytics; and manage external agencies.</p> <p>The incumbent will also champion the adoption of AI-driven marketing tools and automation to enhance campaign performance, personalization, and operational efficiency.</p>
<p><b>Principal Accountabilities &amp; Responsibilities</b></p>	<ol style="list-style-type: none"> <li><b>1. Marketing Strategy &amp; Demand Generation</b> <ul style="list-style-type: none"> <li>• Develop and execute the overall marketing and growth strategy aligned with business objectives.</li> <li>• Lead annual and quarterly campaign planning across programs.</li> <li>• Identify target segments, demand drivers, and customer acquisition strategies.</li> <li>• Own and deliver qualified lead generation targets for programs.</li> <li>• Design and execute multi-channel campaigns across digital, search, social, content, and partnerships.</li> <li>• Optimize marketing funnels &amp; collaborate closely with admissions teams to improve lead conversion rates.</li> </ul> </li> <li><b>2. Full-Stack Digital Marketing</b> <ul style="list-style-type: none"> <li>• Lead the execution of integrated digital marketing initiatives including: <ul style="list-style-type: none"> <li>• Performance marketing (Google, Meta, LinkedIn)</li> <li>• SEO and content marketing</li> <li>• Marketing automation and CRM</li> <li>• Website conversion optimization</li> <li>• Data analytics and marketing dashboards</li> <li>• Continuously optimize campaign ROI and customer acquisition cost</li> </ul> </li> </ul> </li> <li><b>3. Marketing Analytics &amp; Automation</b> <ul style="list-style-type: none"> <li>• Establish robust marketing analytics and reporting frameworks.</li> <li>• Monitor campaign performance, lead quality, and ROI metrics.</li> <li>• Identify and implement AI-powered marketing tools to improve campaign performance and productivity.</li> </ul> </li> <li><b>4. Brand Strategy and PR</b> <ul style="list-style-type: none"> <li>• Build and strengthen the organization’s brand identity and positioning in the education and skilling ecosystem.</li> <li>• Drive thought leadership positioning through insights, industry narratives, and leadership visibility.</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>• Ensure brand consistency across campaigns, product marketing, and partner communication.</li> <li>• Develop and execute the organization's PR and media strategy thru agencies</li> </ul>
<b>Qualification and Personal Profile</b>	<p>B.E./ B. Tech, MBA from top institutions  12–18 years of experience in marketing, growth, or demand generation roles.  Strong background in digital-first marketing environments.  Prior experience in Higher Education, EdTech, SaaS, or consumer internet businesses preferred.</p>
<b>Other Skill and Ability Requirements</b>	<p>Managing people: Lead marketing and analytics team - managers and senior managers  Internal stakeholder management: Work closely with leadership team of sales, finance and tech.</p>