



# 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 Work Integrated Learning Programmes (WILP) Division of BITS Pilani, established in 1979, focuses on providing continuing education to working professionals across industries. With over 46 years of legacy, WILP currently offers 57+ programmes, has over 52,000 enrolled learners, and more than 1,39,000 working professionals have graduated through its programmes.</p>
<p><b>Industry/Service</b></p>	<p>Higher Education</p>
<p><b>Post/Job Title</b></p>	<p>Manager - Business Development</p>
<p><b>Job Type</b></p>	<p>Regular, Full time</p>
<p><b>Reporting to</b></p>	<p>AVP – Industry Engagement</p>
<p><b>Will also works very closely with</b></p>	<ul style="list-style-type: none"> <li>• Enterprise Accounts (Corporate Clients) with a targeted focus on HR and L&amp;D stakeholders</li> <li>• Partner with internal stakeholders - Faculty Members, Delivery, Operations team and Finance team.</li> </ul>
<p><b>No. of positions</b></p>	<p>3</p>
<p><b>Job Location</b></p>	<p>Gujarat, Pune &amp; Bangalore</p>
<p><b>Principal Accountabilities &amp; Responsibilities</b></p>	<p><b>Achievement of Semester wise Admissions and Revenue Goals: -</b></p> <ul style="list-style-type: none"> <li>• Onboarding new accounts in territories and sectors allocated. Pitch for appropriate programmes and convince the account to sponsor their employees for BITS programmes.</li> <li>• Reach out to existing accounts during every admission cycle and ensure continuity and growth of business.</li> <li>• Ensure achievement of admission and revenue goals allocated.</li> <li>• Promoting newly launched programmes wherever required.</li> </ul> <p><b>Opportunity Identification: -</b></p> <ul style="list-style-type: none"> <li>• Study market trends, understand regional client base, competitor landscape and identify potential companies in the focus industries; Share key highlights with reporting manager; Create and review sales pipelines based on potential conversion of opportunities; Identify stated and unstated needs of companies through meetings and thorough research;</li> </ul> <p><b>Proposal Development and Validation: -</b></p> <ul style="list-style-type: none"> <li>• Prepare response to RFP with support from Supervisor and other BITS experts.</li> <li>• Prepare documentation and seek validation from reporting manager for high value engagements.</li> <li>• Submit proposal to client within timelines.</li> </ul> <p><b>Negotiation and Contracting: -</b></p> <ul style="list-style-type: none"> <li>• Develop negotiation strategy based on profit margins, cost estimation and competitor quotations.</li> </ul>

	<ul style="list-style-type: none"> <li>• Building a business case by showcasing design strength, faculty etc. for negotiations and secure an internal sign-off from reporting manager for high value engagements; Initiate direct conversation and conduct one-on-one negotiations with clients; Involve reporting manager in high value, complex deals; Oversee contracting activities; Address scope modifications; Secure approvals from reporting manager.</li> </ul> <p><b>Internal stakeholder Management: -</b></p> <ul style="list-style-type: none"> <li>• Need to coordinate with academic stakeholders with respect to specific requirements.</li> <li>• Work closely with operations team to ensure timely delivery of services to the accounts/students.</li> </ul>
<p><b>Qualification and Personal Profile</b></p>	<ul style="list-style-type: none"> <li>• B.E./B.Tech, MBA</li> <li>• At least 7-10 years of experience in Business Development in B2B enterprise sales.</li> <li>• Experience in higher education, SaaS and training industry is preferable</li> </ul>
<p><b>Other Skill and Ability Requirements</b></p>	<ul style="list-style-type: none"> <li>• B2B sales, Territory Planning and Key account management.</li> <li>• Goal Orientation, Customer focused, Internal stakeholder management and Negotiation skills.</li> </ul>