



# Birla Institute of Technology & Science, Pilani

Pilani Campus (An Institution of Eminence)

## JOB DESCRIPTION

<b>About BITS, Pilani</b>	<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 headquarter located in Pilani, Rajasthan, India. In addition to Pilani, BITS Pilani has campuses in Dubai, Goa, Hyderabad and Mumbai.
<b>Industry</b>	Higher Education
<b>Job Type</b>	Consolidated Pay; Contract of 2 years, extendable based on performance review
<b>Post/Job Title</b>	<b>Manager - Social Media, Communication, and Impact Reporting</b>
<b>Reporting to</b>	<b>Head, Alumni Relations</b>
<b>Will also work very close with</b>	Dean / Associate Deans of Alumni Relations, BITSAA International, VOICE, Donors, Students, and Faculty
<b>No of positions</b>	<b>One</b>
<b>Job Location</b>	<b>Pilani</b>
<b>Job Purpose</b>	Manager – Social Media, Communication, and Impact Reporting would be responsible for shaping and executing the alumni and fundraising communications strategy of BITS Pilani across digital, social, print, and email channels. The role would require a person who can craft compelling stories about the institute, its alumni, donors, and beneficiaries, and who can produce high-quality donor impact reports that demonstrate the outcomes of philanthropic support. The role would work closely with internal divisions, departments, and offices across all campuses to source content and ensure consistent messaging. It is also required that the person engages meaningfully with the alumni community online and provides timely, accurate, and visually polished communications to donors and prospects.
<b>Principal Responsibilities</b>	<ul style="list-style-type: none"> <li>• Develop and execute the integrated communications strategy for the Alumni Relations and Fundraising functions, covering social media, website, email, newsletters, magazines, video, and print</li> <li>• Own day-to-day management of the alumni-facing social media handles (LinkedIn, Instagram, Facebook, X/Twitter, YouTube) – content calendar, content creation, scheduling, community management, and reporting</li> <li>• Produce engaging written, visual, and video content highlighting alumni achievements, donor stories, student outcomes, research breakthroughs, and key institute milestones</li> <li>• Lead the planning, drafting, design coordination, and dissemination of donor and fund impact reports – individual donor reports, scholarship reports, chair professorship reports, programme/project reports, and the institute’s annual stewardship/impact report</li> <li>• Work closely with internal teams (academic departments, SWD, finance, project leads, scholarship beneficiaries) to gather data, quotes, photographs, and outcome metrics for impact stories and reports</li> <li>• Manage the alumni newsletter, donor newsletters, fundraising appeal communications, and event collateral, ensuring consistency with the BITS Pilani brand and house style</li> <li>• Track, analyze, and report on communication and social media performance – reach, engagement, click-through, conversion, donor sentiment – and use insights to refine strategy</li> <li>• Coordinate with the VOICE, Public Relations agencies (where applicable), and design/video vendors to deliver press releases, web stories, and multimedia assets</li> <li>• Ensure timely and accurate documentation, archival, and version control of all donor communications, MoUs, reports, and gift agreement deliverables</li> </ul>



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	<ul style="list-style-type: none"><li>• Support crisis and reputation management on social media platforms in coordination with leadership</li><li>• Any other tasks assigned by Head, Alumni Relations or Dean / Associate Dean, Alumni Relations</li></ul>
<b>Qualification and Experience</b>	<ul style="list-style-type: none"><li>• <b>Full time Postgraduate</b> (M.A. / MBA in Communications, Journalism, Mass Media, Marketing, English, or related discipline) with <b>7–8 years</b> of relevant experience in communications, content, social media, or impact reporting roles</li><li>• Demonstrated portfolio of writing samples (long-form features, social posts, donor reports, newsletters, web copy) and social media campaigns</li><li>• Working knowledge of design and content tools – Canva / Adobe Creative Suite, video editing tools, email marketing platforms (Mailchimp / similar), and analytics tools</li><li>• Experience in producing donor or grant impact reports, annual reports, or programme outcome reports is highly desirable</li><li>• Experience in a university, foundation, non-profit, or development sector setting would be a plus</li><li>• Demonstrated expertise of documentation, especially MS Office</li><li>• Excellent spoken and written communication, strong copy-editing eye, and ability to translate technical/academic content into accessible storytelling</li></ul>
<b>Other Skill and Ability Requirements</b>	<ul style="list-style-type: none"><li>• Ability to work with minimum / abstract information.</li><li>• Independent and Self Starter Attitude.</li><li>• Strong &amp; Demonstrated Excel, PowerPoint and Word Skills</li><li>• Should not be above 35 years of age as on 1 June 2026.</li></ul>
<b>Remuneration</b>	CTC - Up to 16 Lacs per annum (inclusive all), depending on experience / suitability to role