



Birla Institute of Technology and Science, Pilani

Off-campus Programmes and Industry Engagement

JOB DESCRIPTION

About BITS, Pilani	<p>Birla Institute of Technology & Science, Pilani 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 Section 3 of the UGC Act 1956 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.</p> <p>Work Integrated Learning Programmes (WILP) was established in 1979 focuses on providing continuing education to working professionals across different sectors. WILP has 45+ years of educating working professionals, 46+ programmes, 1,20,000+ working professionals graduated, 46,000+ working professionals enrolled.</p>
Industry/Service	Higher Education
Post/Job Title	Social Media Manager, WILP
Job Type	Regular, Full time
Reporting to	GM - Marketing, WILP
Will also work very closely with	Key External: Social Media Agency, Content Development Agency Key Internal: Faculty, Business Development, Marketing, IT, and other staff
No. of positions	One Position
Job Location	Hyderabad
Principal Accountabilities & Responsibilities	<p>Business & Strategy Planning:</p> <ul style="list-style-type: none">• Develop and implement social media strategies aligned with the company's the annual plan & budget.• Study consumer behaviour and undertake market research to refine target audience for the group / domain of the program.• Set social media KPIs (Key Performance Indicators) and track their progress• Plan and execute social media campaigns.• Manage online reputation management (ORM) <p>Content Creation and Management:</p> <ul style="list-style-type: none">• Create engaging and high-quality content (text, images, videos) for various social media platforms.• Plan, deliver and optimize content across different platforms. <p>Social Media Performance and Analytics:</p> <ul style="list-style-type: none">• Engage and build subscriber base for YouTube, Insta, Twitter and social media channels. Build response mechanism to comments and messages, and foster a positive online community.• Track and analyze social media performance metrics (engagement, reach, conversions).• Keep all the tools contemporary and keep pace with best industry practices
Qualification and Personal Profile	MBA with 7-10 year's experience in managing social media platforms in education, services, ecommerce companies or in any reputed ad agency (preferable though not restricted)

Other Skill and Ability Requirements	<ul style="list-style-type: none"> • Deep understanding of various social media platforms, their algorithms, and best practices. • Ability to track, analyze, and interpret social media data to measure performance and make data-driven decisions. • Ability to think outside the box and develop innovative social media strategies. • Excellent communication skills • Candidates based out of Hyderabad are preferred
Compensation	13 Lakhs per annum commensurate with experience However, salary will not be a constraint for a deserving candidate.