Birla Institute of Technology and Science, Pilani

Off-campus Programmes and Industry Engagement

JOB DESCRIPTION

About BITS, Pilani	**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 headquarters located in Pilani, Rajasthan, India. In addition to Pilani, BITS Pilani has campuses in Dubai, Goa, Hyderabad and Mumbai. 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.
Industry/Service	Higher Education
Post/Job Title	Manager - Student Success
Job Type	Regular, Full time
Reporting to	Head - Operations
Will also work very closely with	All Students, Faculty and Staff of WILP
No. of positions	1
Job Location	Hyderabad
Role Overview	The Student Success Manager (SSM) will lead the student support and engagement function to ensure a seamless and enriching experience for learners. This role involves managing the student help desk, hiring and mentoring counsellors, leveraging CRM tools for tracking and resolution, and providing actionable insights to continuously enhance student satisfaction and reduce query volumes.
Principal Accountabilities & Responsibilities	**1. Student Engagement** • Oversee day-to-day operations of the student help desk and ensure timely resolution of student queries across all channels (email, chat, calls, CRM). • Define and monitor service-level agreements (SLAs) for response and resolution times. • Establish escalation protocols and ensure complex cases are handled effectively. • Responsible for student re-registration to subsequent semesters. **2. Team Leadership & Development** • Recruit, train, and mentor a team of student counsellors / support executives. • Conduct performance reviews and ensure ongoing coaching and skill development. • Create knowledge-sharing systems and standard operating procedures (SOPs) to maintain consistent communication quality. • Lead and manage both the team responsible for student engagement and re-registration. **3. CRM & Process Optimization** • Manage and optimize CRM tools (e.g., Salesforce, Zoho, Freshdesk, HubSpot, etc.) for student engagement tracking and reporting. • Collaborate with IT/CRM teams to enhance automation, workflows, and self-service options. • Ensure data accuracy, consistency, and compliance with institutional policies.

	4. Analytics & Insights • Track and analyze student query trends to identify root causes and opportunities for proactive support. • Present regular reports and dashboards highlighting performance metrics, recurring issues, and student sentiment. • Recommend initiatives to improve student satisfaction and reduce query inflow. **5. Cross-Functional Collaboration** • Work closely with academics, admissions, and operations teams to resolve systemic issues affecting student experience. • Partner with marketing and communications teams to ensure students receive timely and clear information.
Qualification and Personal Profile	Graduates with minimum 8 - 10 years of experience Or MBA with 4 - 8 years of experience in Universities, Educational Institutions, EdTech Training Companies, Test Prep / Assessment Companies, Skill Development Companies / Customer Support Services in Banks, Telecom, Airlines etc. or reputed BPOs which handle customer support services. Candidates with experience on Ticketing and Chat process will be preferred over Voice process. Candidates should have a minimum of 3 - 5 years' experience in managing a team size of min 15 people.
Other Skill and Ability Requirements	**Technical Knowledge:** Best Practices in Customer Relationship Management, Adherence and Improvement of Standard Operating Procedures, Proficient in managing CRM systems and Call Centre software tools. **Behavioral Competencies:** Process Orientation, Planning and Organizing Skills, Team Management, Working with Cross Functional Team, Excellent Business Communication Skills, Problem Solving Skills, Time Management Skills, Attention to Detail, and Result Orientation.