



Birla Institute of Technology & Science, Pilani

Pilani Campus (An Institution of Eminence)

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 headquarter located in Pilani, Rajasthan, India. In addition to Pilani, BITS Pilani has campuses in Dubai, Goa, Hyderabad and Mumbai.
Industry	Higher Education
Job Type	Regular
Post/Job Title	Sr. Office Assistant – Marketing
Reporting to	Head, Alumni Relations
Will also work very close with	Website Team; VOICE, Photography & Video partners; External Design / Print Vendors
No of positions	One
Job Location	Pilani
Job Purpose	<p>Senior Office Assistant – Marketing would be responsible for designing and producing the day-to-day visual identity of Alumni Relation’s communications across social media, the alumni website, reports, and event collateral. The role would require a person with a strong eye for editorial design who can translate stories about the institute – alumni achievements, donor impact, startup journeys, research milestones, and campus life – into clean, on-brand, high-impact creative that performs well on LinkedIn, Instagram, X, YouTube, WhatsApp broadcasts, and the web.</p> <p>The role would also require the person to work with the BITS VOICE team, BITSAA International and Incubation & Entrepreneurship teams – building a sustainable design system, maintaining a content calendar, and shipping creative assets at the pace and quality expected of an Institution of Eminence.</p>
Principal Responsibilities	<ul style="list-style-type: none"> • Design and produce social media creatives (LinkedIn, Instagram, X, YouTube, Facebook, WhatsApp) for Alumni Relations, and allied units – covering announcements, alumni features, donor stories, startup spotlights, event promotions, recruitment drives, and campaign visuals • Own the visual layer of alumni websites – banners, hero images, programme illustrations, infographics, page-level imagery, downloadable PDFs, and editorial layouts; partner with the web team on content updates and refreshes • Build and maintain a coherent BITS Pilani design system – templates, type, colour, iconography, and layout grids – so that every asset shipped is recognisably on-brand across teams and campuses • Design event and conference collateral – invites, standees, backdrops, brochures, pitch decks, programme reports, sponsor packs, and digital signage – for flagship initiatives such as alumni reunions, donor recognitions, startup demo days, and other event launches • Translate raw inputs from programme teams (data, achievements, quotes, photos) into polished creative under tight turnaround times, often in iterative cycles with senior stakeholders • Plan and ship the monthly social media content calendar in coordination – ensuring a steady cadence of original creative, reposts, milestone posts, and campaign bursts • Build an organised asset library and version control system – source files, exports, brand assets, photography, and editable templates – that the wider team can reuse without quality drift • Track creative performance using engagement metrics (reach, impressions, engagement rate, CTR, follower growth, save/share rates) and bring continuous improvements to design choices, formats, and posting strategy



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	<ul style="list-style-type: none">• Aspirational – progressively take on adjacent skills as capability grows: short-form video editing and motion graphics (Reels, Shorts, LinkedIn video, animated explainers), light front-end and CMS updates (WordPress / Webflow / Figma-to-web handoffs), and short-form copywriting (captions, headlines, microcopy) – evolving the role from designer to a well-rounded marketing generalist over a 2–3 year horizon• Any other tasks assigned by Head, Alumni Relations
Qualification and Experience	<ul style="list-style-type: none">• Full time Graduate in Engineering, Humanities, Visual Communication, Fine Arts, Mass Communication, Marketing, with overall 5 years of relevant experience, with at least 2 years of experience in graphic design for social media, digital marketing, brand communications, or editorial design;• Experience with higher education, non-profits, startups, or agency backgrounds will be at an advantage• Strong portfolio demonstrating range across social media creatives, editorial layouts, infographics, and event/print collateral is essential• Demonstrated expertise in Adobe Creative Suite (Photoshop / Illustrator / InDesign); familiarity with Canva, Figma and other AI based tool is preferred• Working understanding of social media formats, platform-specific best practices, and how creative drives engagement across LinkedIn, Instagram, X, and YouTube• A sharp eye for typography, hierarchy, and detail; ability to take editorial direction and iterate quickly
Other Skill and Ability Requirements	<ul style="list-style-type: none">• Ability to work with minimum / abstract briefs and convert them into finished creative• Independent and self-starter attitude; strong sense of ownership over the visual quality of every asset shipped• Demonstrated proficiency in MS Office (PowerPoint, Word, Excel) and Google Workspace;• Should not be above 35 years of age as on 1 June 2026.
Remuneration	Suitable candidate will be placed in Level 5 with a minimum basic pay of Rs. 29,200/- per month plus DA and other benefits as per Institute Norms.