



Birla Institute of Technology and Science, Pilani

Off-campus Programmes and Industry Engagement

JOB DESCRIPTION – Jr. Officer/ Officer (Marketing), PSD

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>Practice School Program was established in 1973 and focuses on providing internship opportunities to students. Every year about 7000 students undergo this program in about 800 partnering organizations across 100plus locations in India.</p>
Industry/Service	Higher Education
Post/Job Title	Jr. Officer/ Officer (Marketing)
Job Type	Regular, Full time
Reporting to	Dean, PSD and Chief Marketing Officer
Will also work very closely with	<p>Key External: Digital Marketing Agency, Social Media Agency, and Content Development Agency</p> <p>Key Internal: Practice School Division, Central Marketing, Faculty, IT, and other staff</p>
No. of positions	One Position
Job Location	Bangalore Off Campus Office
Principal Accountabilities & Responsibilities	<ul style="list-style-type: none"> • Create & distribute marketing materials like brochures, flyers, and newsletters • Maintain PSD website and other social media handles • Create and manage marketing campaigns • Plan and execute events to spread awareness • Develop and share marketing plans that help PSD reach its goals • Work with faculty and Associate Deans to ensure marketing efforts align with goals • Ensure all marketing efforts follow the brand guidelines • Negotiate contracts with vendors as required • Stay up to date on the latest tools and technologies for marketing • Evaluate and improve marketing efforts consistently using data and feedback
Qualification and Personal Profile	<ul style="list-style-type: none"> • Graduate with min 8 years of experience in Marketing or Post Graduate with min 2 years of experience in Marketing • Experience in higher education industry is preferable • Strong skills in analyzing and solving problems • Excellent oral and written communication skills • Knowledge of market research, and data analysis • Proficiency with digital marketing platforms • Ability to handle multiple projects • Certification in relevant areas like Google Analytics • Knowledge of industry trends, competitive landscape, and new technologies

Other Skill and Ability Requirements	Managing vendors, collaborating with internal and external stakeholders and managing relationships
Compensation	Suitable candidate will be placed in Level 6/7 based on experience & expertise with a minimum pay of Rs. 35400/- or Rs. 44900/- per month (as per the level fitment) plus DA, plus Employer Provident Fund & other benefits as per Institute Norms.