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| | **Career Opportunity**<br>**@**<br>**BITS Pilani, Dubai Campus** |

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| **Position Title** | Executive – Admissions (for Management Programs -BBA & MBA) |
| **Appointment** | Full-time |
| **Reporting to** | Department Head |
| **Department** | Admissions |
| **Location** | Dubai, UAE |
| **About BITS-Pilani Dubai Campus (https://www.bits-pilani.ac.in/dubai/)** | BITS Pilani, Dubai Campus (BPDC) is the international campus of Birla Institute of Technology and Science, Pilani, India and is located at the Dubai International Academic City. Set up in the year 2000, it is among the pioneer institutions in Dubai, offering high-quality engineering, technology and management education. It attracts a diverse student population from UAE, other GCC countries, Asia, Africa and the Far East.<br><br>BPDC is approved by the University Grants Commission and Ministry of Education, Government of India and licensed and accredited by the Ministry of Higher Education and Scientific Research, Government of UAE.<br><br>BITS Pilani has been granted the status of "Institute of Eminence" by Government of India.<br><br>BITS Pilani, Dubai Campus has been awarded a 5-star rating by the Knowledge and Human Development Authority (KHDA) in partnership with QS in 2022, recognizing our excellence in teaching, research, employability, and internationalization.<br><br>BPDC offers B.E & M.E programs in engineering and allied disciplines along with BBA (Hons) & M.B.A in management studies. BPDC also offers Ph.D. programmes in all disciplines, with nearly 2500 students from over 16 countries. The dynamic and vibrant campus has modern infrastructure and teaching/research facilities that enables BPDC to deliver a well-rounded education in an international environment by highly qualified faculty. Smart classrooms, cutting edge laboratory facilities with the latest equipment, a 24/7 Creative Laboratory, and high-definition video conferencing facilities that connects BPDC with the campuses in India are some of the value-added features of BPDC. The Practice School, an internship program embedded in the course structure organized in partnership with over 300 companies, facilitates industry attachment for students in preparation for their future careers. |

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| **BPDC as a preferred workplace** | BPDC provides an inclusive and supporting environment where you can grow your professional and personal self. BPDC is the place for you if you have the passion to make a difference. |
| **Institutional Responsibilities and Accountabilities** | <ul><li>Act at all times in accordance with the BITS Pilani Dubai Campus's approved code of conduct.</li><li>Work in accordance with BPDC's policies and procedures including following safe work practices for self and others.</li><li>Proactively work towards achieving individual and team goals, whilst demonstrating BPDC's values and behaviour.</li><li>Actively engage in and embrace professional development opportunities.</li><li>Undertake any reasonable tasks as directed.</li></ul> |
| **Job Purpose** | To manage the outreach, recruitment, evaluation, and selection process of prospective students. |
| **Key Responsibility Areas** | **Outreach and Promotion**<br><br><ul><li>Promote the university through targeted outreach activities, including webinars, open days, school/college visits, education fairs, and presentations to prospective students and parents.</li><li>Engage with prospective students, parents, counsellors, and partner organizations to build and sustain strong relationships and generate qualified leads.</li><li>Plan, coordinate, and support the execution of webinars, open days, and outreach events, ensuring effective communication and follow-up.</li><li>Assist in the development and delivery of admission collaterals, promotional kiosks, digital content, and presentations aligned with institutional branding and recruitment goals.</li></ul><br>**Data Management and Reporting**<br><br><ul><li>Maintain accurate, complete, and up-to-date applicant and enquiry data in the admissions CRM/SIS.</li><li>Ensure timely data entry, validation, and compliance with institutional data management standards.</li><li>Prepare and analyze regular reports on application trends, conversion metrics, and enrolment statistics.</li></ul> |

- Track and report progress against enrolment targets, highlighting gaps, risks, and opportunities to support informed decision-making.

**Application Evaluation and Selection**

- Review and evaluate applications to assess academic eligibility and program suitability in accordance with university admission policies.
- Coordinate and/or conduct admission tests, interviews, or assessments as applicable.
- Ensure accurate, fair, and timely processing of applications.
- Communicate admission decisions (accepted, denied, waitlisted) clearly and professionally, ensuring applicants are informed of their status within defined timelines.

**Enrolment Target Achievement**

- Achieve assigned enrolment targets by driving application volume, yield, and conversion performance across the admission funnel.
- Monitor and contribute to growth in the total number of applications received.
- Improve inquiry-to-application and application-to-admission conversion rates through effective follow-up and applicant engagement.
- Support optimization of the yield rate (offers to enrolments) in line with institutional targets.

**Diversity and Inclusion**

- Support the recruitment and admission of underrepresented and diverse student groups, ensuring equitable processes.
- Maintain accurate records and data related to diversity and inclusion initiatives in compliance with institutional policies.

**Professional Development and Institutional Support**

- Participate in training and professional development activities to enhance admissions practices and maintain a high standard of service for prospective students.

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| | • Support institutional initiatives and tasks as assigned by leadership, contributing to overall operational effectiveness. |
| **Competencies Required** | • Communication and Presentation Skills: Excellent verbal and written communication skills, with strong presentation abilities to effectively engage students, parents, counsellors, and internal stakeholders.<br>• Organizational and Time Management Skills: Proven ability to manage multiple priorities, meet deadlines, and maintain a high level of accuracy and attention to detail in a fast-paced environment.<br>• Cultural Competence and Inclusivity: Strong understanding of and commitment to diversity, equity, and inclusion, ensuring fair and culturally sensitive admission practices.<br>• Technical and Digital Proficiency: Proficient in the use of student information systems (CRM), Microsoft Office Suite, and other relevant digital tools to support admissions, reporting, and data management. |
| **Educational qualification** | Masters in Marketing, Communications, Business, or a related field |
| **Experience** | 3-5 years of relevant experience in admissions, customer service, counselling in higher education |
| **Remuneration & benefits** | Commensurate with qualifications and experience |

Interested candidates meeting the above qualifications and experience must apply online at https://www.bits-pilani.ac.in/careers/non-academic?campus=dubai by **04.01.2026**. Shortlisted candidates will be required to submit relevant documents. No enquiries will be entertained. Multiple applications will be summarily rejected.

19-December-2025