Career Opportunity
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BITS Pilani, Dubai Campus

Position Title	Executive – Admissions
Appointment	Full-time in INDIA (HYDERABAD)
Reporting to	Department Head
Department	Admissions
Location	Hyderabad, India
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.

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. BITS Pilani has been granted the status of "Institute of Eminence" by Government of India.

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.

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 20 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. |

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	- Act at all times in accordance with the BITS Pilani Dubai Campus's approved code of conduct. - Work in accordance with BPDC's policies and procedures including following safe work practices for self and others. - Proactively work towards achieving individual and team goals, whilst demonstrating BPDC's values and behaviour. - Actively engage in and embrace professional development opportunities. - Undertake any reasonable tasks as directed.
Job Purpose	To manage the outreach and recruitment of prospective students from India.
Key Responsibility Areas	**Outreach and Promotion** - Promote the university through targeted outreach activities, including webinars, open days, school/college visits, education fairs, and presentations to prospective students and parents. - Engage with prospective students, parents, counsellors, and partner organizations to build and sustain strong relationships and generate qualified leads. - Plan, coordinate, and support the execution of webinars, open days, and outreach events, ensuring effective communication and follow-up. - Assist in the development and delivery of admission collaterals, promotional kiosks, digital content, and presentations aligned with institutional branding and recruitment goals. **Data Management and Reporting** - Maintain accurate, complete, and up-to-date applicant and enquiry data in the admissions CRM/SIS. - Ensure timely data entry, validation, and compliance with institutional data management standards. - Prepare and analyze regular reports on application trends, conversion metrics, and enrolment statistics. - Track and report progress against enrolment targets, highlighting gaps, risks, and opportunities to support informed decision-making.

	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. **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.
Competencies Required	• Communication and Presentation Skills: Excellent verbal and written communication skills, with strong public speaking and presentation abilities to effectively engage students, parents, counsellors, and internal stakeholders. • 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. • 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 preferably 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 **04.1.2026**. Shortlisted candidates will be required to submit relevant documents. No enquiries will be entertained. Multiple applications will be summarily rejected.

19-December-2025