



Birla Institute of Technology & Science, Pilani

Dubai Campus

Advertisement No.: BPDC/NT/10/2023

RECRUITMENT	
Position Title	Executive- Marketing & Communications
Position Level	Executive
Reporting to	Head – Communications Division
Department/Division	Communications
Location	Dubai, UAE
No. of position	1 This position is currently open and the selected candidate will be required to start immediately.
About BITS-Pilani Dubai Campus (https://www.bits-pilani.ac.in/dubai/)	<p>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 and technology education. It attracts a diverse student population from UAE, other GCC countries, Asia, Africa and Far East.</p> <p>BPDC is approved by University Grants Commission and Ministry of Human Resource Development, Government of India and is permitted by the Knowledge and Human Development Authority (KHDA), Government of Dubai. BITS Pilani has been granted the status of "Institute of Eminence" by MHRD, Government of India.</p> <p>BPDC offers B.E, M.E., M.B.A. and Ph.D. programmes in various engineering and allied disciplines, with nearly 1500 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 400 companies, facilitates industry attachment for students in preparation for future careers.</p>
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.
POSITION SUMMARY	<p>We are seeking a dynamic and creative Marketing and Communications Executive to join our team. This role will play a crucial part in achieving strong brand visibility, student recruitment targets and other business objectives through strategic marketing and communication efforts.</p> <p>The Executive will be responsible for the planning and execution of the outreach, efforts to support student recruitment globally. This position works closely with the leadership, internal and external stakeholders. He/ She will be responsible for developing and implementing marketing plans and strategies, representing the University in all the outreach events locally and globally. This position requires extensive traveling with excellent communication and organizational skills, attention to detail, and the ability to work independently. He/ She must be able to manage multiple campaigns/events simultaneously and have the ability to work well under pressure.</p>

POSITION RESPONSIBILITIES AND ACCOUNTABILITIES	<p><i>Develop Marketing Strategies and Campaigns</i></p> <ul style="list-style-type: none"> Actively be involved in creating comprehensive marketing strategies and campaigns to achieve student recruitment targets and overall business objectives. Well-versed with various marketing channels, including digital and social media, offline advertising, and event promotions. <p><i>Vendor Management</i></p> <ul style="list-style-type: none"> On-board and manage relationships with external vendors to facilitate marketing campaigns across digital, online, and offline channels. <p><i>Monitoring Performance Campaigns</i></p> <ul style="list-style-type: none"> Work closely with the digital agency to develop strategies and optimize campaigns aimed at increasing outreach and branding efforts. Create performance reports for marketing campaigns and events to assess the return on investment (ROI) and identify areas for improvement. <p><i>Market Research</i></p> <ul style="list-style-type: none"> Conduct timely market research to identify the target audience in different regions and develop innovative marketing campaigns accordingly. <p><i>Creative Content Development</i></p> <ul style="list-style-type: none"> Develop innovative and creative content for offline, print, and digital materials while adhering to brand guidelines. <p><i>Content Calendar and Marketing Material</i></p> <ul style="list-style-type: none"> Ideate and curate monthly content calendars for social media and online campaigns. Develop marketing materials and collaterals, including brochures, posters, videos, leaflets, etc. Create mood boards for photoshoots and corporate videos. Support photographers/videographers in directing the shoot. Deliver and approve communication materials, including press releases, editorial write-ups, website content, media briefing notes, publications, and social media content Identify the vendors to liaise and order merchandise material for corporate & student events <p><i>Event Support</i></p> <ul style="list-style-type: none"> Create event-specific presentations for webinars, career fairs, and other events. Assist in planning and executing various promotional events and workshops. Be part of the hospitality team and guide the team members as necessary. <p><i>Email/SMS/WhatsApp Campaigns</i></p> <ul style="list-style-type: none"> Plan and execute effective email, SMS, and WhatsApp campaigns through drip marketing. <p><i>Brand Compliance</i></p> <ul style="list-style-type: none"> Ensure strict compliance with brand guidelines while creating campaign collaterals. <p><i>Collaboration and Sponsorship</i></p> <ul style="list-style-type: none"> Seek potential collaboration and sponsorship opportunities aligned with specific events to benefit the institute
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	<ul style="list-style-type: none"> • Connect with schools, industry experts, and corporate entities to build long-term relationships that can benefit the institute. <p><i>School/Student Engagement</i></p> <ul style="list-style-type: none"> • Plan periodic events, workshops, sessions, and internships for student driving registrations and engagement. <p><i>Admissions Promotion /Travel and Outreach</i></p> <ul style="list-style-type: none"> • Partner with student recruiting agents across different geographies to plan promotional events and increase enrolments. • Give presentations to promote the admissions, including walk-ins, ca fairs, and open evenings. • Visit various cities and schools for admissions promotional activities. • Support the Head of Division in conducting webinars and external sessions for virtual interaction with schools and other stakeholders.
INSTITUTIONAL RESPONSIBILITIES AND ACCOUNTABILITIES	<ul style="list-style-type: none"> • 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 behaviours. • Actively engage in and embrace professional development opportunities. • Undertake any reasonable tasks as directed.
QUALIFICATIONS AND SKILLS	<ul style="list-style-type: none"> • Bachelor in Marketing Management, Communications or equivalent. • A minimum of 3 years' experience in admission and marketing in leading academic institutions is desired. Proven experience in marketing and communications, in education sector is desired. • Strong understanding of digital marketing, social media, and CRM systems. • Ability to work across full range of Media platforms with knowledge of Digital and Social Media Marketing. • Excellent written and verbal communication skills. • Creative thinking and ability to develop innovative marketing campaigns. • Strong project management skills and the ability to work in a fast-paced environment. • Proficiency in data analysis and reporting tools. • Strong interpersonal skills, including the ability to liaise with both internal and external clients from a variety of cultural backgrounds and organizational levels and the ability to be professional, courteous, discreet and diplomatic at all times. • Ability to prioritize and work proactively. • Willingness to travel as required. • Willingness to work on the weekends as required. • Efficient and effective administrative, time management and organisational skills, including strong attention to detail. • Proficiency in MS Office and Data Management skills • Willingness to learn and keep skills and product knowledge up-to-date. • Proven ability to learn new processes and procedures quickly. • Ability to maintain the security of confidential information and records.
REMUNERATION	Commensurate with qualifications and experience

Interested candidates meeting the above qualifications and experience must apply online at <http://universe.bits-pilani.ac.in/dubai/careers> by **November 3, 2023**. Shortlisted candidates will be required to submit relevant documents. No enquiries will be entertained. Multiple applications will be summarily rejected.

BITS Pilani, Dubai Campus



Birla Institute of Technology & Science, Pilani

Dubai Campus

Advertisement No.: BPDC/NT/09/2023

RECRUITMENT	
Position Title	Executive- Admissions
Position Level	Executive
Reporting To	Sr. Manager- Admissions
Department	Admissions
Location	Dubai, U.A.E.
No. of positions	1
About BITS Pilani, Dubai Campus (https://www.bits-pilani.ac.in/dubai/)	<p>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 and technology education. It attracts a diverse student population from UAE, other GCC countries, Asia, Africa and Far East.</p> <p>BPDC is approved by University Grants Commission and Ministry of Human Resource Development, Government of India and is permitted by the Knowledge and Human Development Authority (KHDA), Government of Dubai. BITS Pilani has been granted the status of "Institute of Eminence" by MHRD, Government of India.</p> <p>BPDC offers B.E, M.E., M.B.A. and Ph.D. programmes in various engineering and allied disciplines, with nearly 1500 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 400 companies, facilitates industry attachment for students in preparation for future careers.</p>



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<p><i>BPDC as a preferred workplace</i></p>	<p>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.</p>
<p><i>Position Summary</i></p>	<p>The Executive -Admissions is responsible for the planning and execution of the recruitment and admissions process in the Institute. This position works closely with the recruitment and admissions team, as well as faculty, staff, and students. He/ She will be responsible for developing and implementing recruitment plans and strategies, managing the application review process, and overseeing admissions. This position requires excellent communication and organizational skills, attention to detail, and the ability to work independently. He/ She must be able to manage multiple projects simultaneously and have the ability to work well under pressure.</p>
<p><i>Position Responsibilities & Accountabilities</i></p>	<p>Admission</p> <ul style="list-style-type: none"> • Handle admission related telephonic and personal Queries • Provide superior customer service to prospective students and their parents during visit to the campus and through various other modes of communication such as emails and telephone • Effective Lead/Data Management and follow-up by efficient allocation delegation among staff and professional students. • Set Lead conversion targets and achieve them. • Conduct of higher degree / Ph.D. interviews/test. <p>Exhibitions and Recruitment visits</p> <ul style="list-style-type: none"> • Coordinate the School's presence and participate in exhibitions both nationally and internationally • Visit various schools offering high school in UAE to seek presentation opportunities • Conduct presentations in Roadshows in various countries • Support the Sr. Manager in planning, researching and coordinating the overseas recruitment drives. • Conduct market research and analysis to identify potential markets, brand awareness and competition. • Providing market analysis post event • Ensuring prompt follow-up by executives of exhibition enquiries/ leads <p>On-Campus Events</p>



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	<ul style="list-style-type: none"> Co-ordinate and successfully conduct Open Days, Workshops, Fam Tours and admission related events aimed at prospective students, school teachers and counsellors, parents etc. Plan and execute the Freshmen Orientation programme with the Admissions Team <p>Website and e- communications</p> <ul style="list-style-type: none"> Creating and updating admission information on the Institute website and other external websites & directories subscribed, as necessary Monitoring the Institute's social media handles and digital marketing. Monitor and update Chatbot and Unibuddy platform Providing ideas and input into the development of new e-marketing materials such as direct mailers to prospective students etc. <p>Admission collateral and publicity material</p> <ul style="list-style-type: none"> Design, develop and proof-check admission related material such as bulletin, brochures, prospectus, posters, flyers etc. Co-ordinate and involve in the design of creative copies for diverse campaigns. Assist in preparing PowerPoint presentations for student recruitment events Responsible for the School's publicity stands/kiosks and other events support material at external events. Selection and ordering of promotional merchandise for exhibitions and for use as corporate gifts Arrange and facilitate testimonials, photo and video shoots of students and Alumni Monitor progress of campaigns using various metrics and submit reports of performance
<p><i>Institutional Responsibilities & Accountabilities</i></p>	<ul style="list-style-type: none"> 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 behaviours. Actively engage in and embrace professional development opportunities Undertake any reasonable tasks as directed.



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<i>Qualifications & Skills</i>	<ul style="list-style-type: none">• Master's Degree in Business Administration/ Management Studies/ Marketing Management or equivalent with Bachelor of Engineering/ Technology preferred.• A minimum of 10 years experience in admission and marketing in academic institutions• Strong interpersonal skills, including the ability to liaise with both internal and external clients from a variety of cultural backgrounds and organizational levels and the ability to be professional, courteous, discreet and diplomatic at all times.• Excellent written and verbal (including telephone and in person) communication skills.• Outstanding Public Speaking skills• Willingness to travel extensively• Efficient and effective administrative, time management and organisational skills, including strong attention to detail.• Proficiency in MS Office and Data Management skills• Demonstrated effective and efficient administration, problem solving and numerical skills, including high attention to detail.• Demonstrated initiative with a flexible, can do attitude.• Willingness to learn and keep skills and product knowledge up-to-date.• Demonstrated ability to prioritize work and complete tasks within agreed timeframes.• Responsive to changing needs of the business.• Proven ability to learn new processes and procedures quickly.• Ability to maintain the security of confidential information and records.• Ability to work across full range of Media platforms with knowledge of Digital and Social Media Marketing.
<i>Desirable</i>	Knowledge of Arabic
<i>Remuneration</i>	Commensurate with qualifications and experience.



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BITS Pilani, Dubai Campus



Birla Institute of Technology & Science, Pilani

Dubai Campus

Advertisement No.: BPDC/NT/08/2023

RECRUITMENT	
Position Title	Head, Quality Assurance Unit
Position Level	Manager
Reporting To	Director
Department	Administration
Location	Dubai, U.A.E.
No. of positions	1
About BITS Pilani, Dubai Campus (https://www.bits-pilani.ac.in/dubai/)	<p>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 and technology education. It attracts a diverse student population from UAE, other GCC countries, Asia, Africa and Far East.</p> <p>BPDC is approved by University Grants Commission and Ministry of Human Resource Development, Government of India and is permitted by the Knowledge and Human Development Authority (KHDA), Government of Dubai. BITS Pilani has been granted the status of "Institute of Eminence" by MHRD, Government of India.</p> <p>BPDC offers B.E, M.E., M.B.A. and Ph.D. programmes in various engineering and allied disciplines, with nearly 1500 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 400 companies, facilitates industry attachment for students in preparation for future careers.</p>



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<i>Position Summary</i>	Quality Assurance (QA) or Institutional Effectiveness is essential to maintaining and improving institutional quality. The candidate will implement and operate a QA system that will ensure quality for meeting the institutional goals, program and course learning outcomes and objectives of service and administrative units.
<i>Position Responsibilities & Accountabilities</i>	<ul style="list-style-type: none"> • The candidate will be responsible for the operation, periodic assessment and revision of the QA system that describes an annual cycle and appropriately phased timetable for all data gathering, assessment evaluation and planning activities, listing the assessment tools and methods of analysis. • Maintain a Policies and Procedures Manual and a Quality Assurance Manual and revisions communicated to relevant stakeholders. • Develop and implement procedures for policy development, document control, review and dissemination. • Produce an annual evaluation report on the effectiveness of the QA system. • Produce documentation as needed by Commission for Academic Accreditation. • Engage with internal and external stakeholders for data collection, analyses, dissemination, strategic planning and quality assurance.
<i>Institutional Responsibilities & Accountabilities</i>	<ul style="list-style-type: none"> • 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



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<i>Qualifications & Skills</i>	<ul style="list-style-type: none">• MBA/PhD with core competencies in project management, data analytics and stakeholder engagement.• Proven success in professional services or commercial environments and previous experience of delivering a highly client-focused service in quality assurance.• Strong interpersonal skills, including the ability to liaise with both internal and external clients from a variety of cultural backgrounds and organisational levels and the ability to be professional, courteous, discreet and diplomatic at all times.• Demonstrated ability to prioritise work and complete tasks within agreed timeframes.• Superlative verbal and written communication skills.• Ability to maintain the security of confidential information and records.
<i>Desirable</i>	<ul style="list-style-type: none">• Prior experience in quality assurance/ institutional effectiveness roles in an academic environment.• Familiarity/Experience in CAA accreditation processes.
<i>Remuneration</i>	<ul style="list-style-type: none">• Commensurate with qualifications and experience
<p>Interested candidates meeting the above qualifications and experience must apply online at http://universe.bits-pilani.ac.in/dubai/careers by October 31, 2023. Shortlisted candidates will be required to submit relevant documents. No enquiries will be entertained. Multiple applications will be summarily rejected.</p> <p style="text-align: right;">BITS Pilani, Dubai Campus</p>	