

BUSINESS DEVELOPMENT EXECUTIVE

JOB DESCRIPTION



Job brief

A Business Development Executive is a professional who is responsible for the growth of their department. They work with their sales team to develop mutually beneficial proposals, negotiate contract terms and communicate effectively with stakeholders.

Responsibilities

1.

Develop a growth strategy focused both on financial gain and customer satisfaction

2.

Conduct research to identify new markets and customer needs

3.

Arrange business meetings with prospective clients

4.

Promote the company's products/services addressing or predicting clients' objectives

5.

Prepare sales contracts ensuring adherence to law-established rules and guidelines

6.

Keep records of sales, revenue, invoices etc.

7.

Provide trustworthy feedback and after-sales support

8.

Build long-term relationships with new and existing customers

9.

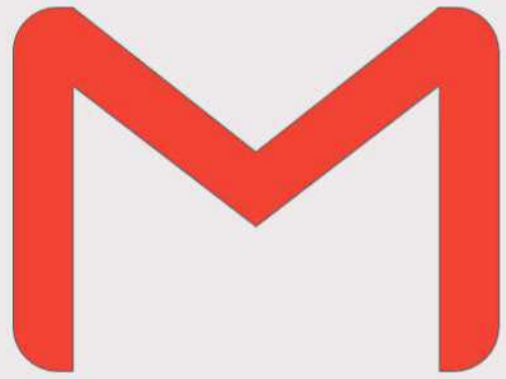
Develop entry level staff into valuable salespeople

CTC

12k - 18k/mon.

EMAIL MARKETING EXECUTIVE

JOB DESCRIPTION



Job brief

We are looking for a talented Email marketing executive to take the lead with our email marketing strategies. Your main duties include running email marketing campaigns end-to-end, managing email databases and creating newsletters.

If you're interested in web technologies and can generate innovative ideas to increase sales, we would like to meet you. As an Email marketing executive, your role is to reach customers through email campaigns and inform them about new products and events.

Ultimately, you should be able to promote our brand and ensure our customers stay in touch with

Responsibilities

1.

Identify target audience and grow our email list

2.

Design and implement direct email marketing campaigns

3.

Proofread emails for clarity, grammar and spelling

4.

Ensure mobile-friendly email templates

5.

Write newsletters including all company updates

6.

Upgrade our email templates using graphics, personalization and advanced features

7.

Ensure prompt and accurate communication with clients via email to minimize unsubscribes

8.

Create email databases for lead generation

9.

Analyze campaign performance and suggest improvements

10.

Report on sales revenue generated from email marketing efforts

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MARKETING EXECUTIVE

JOB DESCRIPTION



Job brief

We are looking for a talented Marketing Executive to undertake marketing projects for the benefit of our company. You will organize creative campaigns and promotional events that can make a difference for our company's success according to trends and customer requirements.

The ideal candidate will be passionate for the "art" of marketing and will have an abundance of ideas for building efficient strategies. He/she must bring forth a strong arsenal of techniques and methods to promote our products, services and public image.

Responsibilities

1.

Conceive and develop efficient and intuitive marketing strategies

2.

Organize and oversee advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events

3.

Conduct market research and analysis to evaluate trends, brand awareness and competition ventures

4.

Initiate and control surveys to assess customer requirements and dedication

5.

Write copy for diverse marketing distributions (brochures, press releases, website material etc.)

6.

Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities

7.

Monitor progress of campaigns using various metrics and submit reports of performance

8.

Collaborate with managers in preparing budgets and monitoring expenses

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DIGITAL GROWTH EXECUTIVE

JOB DESCRIPTION



Job brief

We are looking for an SEO/SEM manager to manage all search engine optimization and marketing activities. You will be responsible for managing all SEO activities such as content strategy, link building, and keyword strategy to increase rankings on all major search networks. You will also manage all SEM campaigns on Google, Yahoo, and Bing to maximize ROI.

Responsibilities

1.

Execute tests, collect and analyze data and results, identify trends and insights to achieve maximum ROI in paid search campaigns

2.

Track, report, and analyze website analytics and PPC initiatives and campaigns

3.

Manage campaign expenses staying on budget, estimating monthly costs, and reconciling discrepancies

4.

Optimize copy and landing pages or search engine marketing

5.

Perform ongoing keyword discovery, expansion, and optimization

6.

Research and implement search engine optimization recommendations

7.

Track KPIs to assess performance and pinpoint issue

8.

Develop and implement link building strategy

9.

Work with the development team to ensure SEO/SEM best practices must adequately be implemented on newly developed code

10.

Work with editorial and marketing teams to drive SEO in content creation and content programming

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