Telecaller – Tourism Business IT

Aligarh District, Uttar Pradesh, India
placementparkofficial@gmail.com
Phone : +91 8630336015
Web : https://placementpark.com

Job Summary

Vacancy :
Deadline : Aug 15, 2024
Published : Jul 23, 2024
Employment Status : Full Time
Experience : 1 - 3 Years
Salary : 6K to 12K
Gender : Male
Career Level : Entry Lavel
Qualification : Bachelor of Business Administration

Job Description

We are looking for a talented and motivated Marketing Executive to join our team in Aligarh, specializing in IT services marketing. The ideal candidate will have a strong background in marketing within the IT industry, with a keen understanding of market trends, digital marketing strategies, and a proven ability to drive brand growth and customer engagement.

Key Responsibilities:

1. **Develop and Implement Marketing Strategies:**
• Design and execute effective marketing strategies specifically tailored for IT services.
• Conduct market research to identify emerging trends, competitor analysis, and customer needs.
2. **Lead Generation and Nurturing:**
• Develop and execute lead generation strategies to attract potential clients.
• Implement lead nurturing processes through marketing automation and CRM systems.
• Plan and organize promotional events, webinars, and trade shows to showcase IT services.
• Coordinate with internal and external stakeholders to ensure successful event execution.
3. **Customer Relationship Management:**
• Build and sustain strong relationships with clients, partners, and stakeholders.
• Address client inquiries and feedback promptly and professionally.
4. **Market Analysis and Reporting:**
• Conduct regular market analysis to identify opportunities and threats.
• Prepare and present detailed marketing reports to management, highlighting campaign performance and ROI.

Qualifications:

• Bachelor's degree in Marketing, Business Administration, IT, or a related field.
• Minimum of 2 years of experience in marketing, preferably within the IT services industry.
• Strong understanding of digital marketing tools and platforms (e.g., Google Analytics, SEO, SEM, email marketing tools).
• Proven ability to create and implement successful marketing campaigns.
• Excellent written and verbal communication skills.
• Analytical mindset with the ability to interpret data and make data-driven decisions.
• Proficiency in MS Office Suite (Word, Excel, PowerPoint).

Education & Experience

Bachelor's degree in Marketing, Business Administration, IT, or a related field. Minimum of 2 years of experience in marketing, preferably within the IT services industry. Strong understanding of digital marketing tools and platforms (e.g., Google Analytics, SEO, SEM, email marketing tools). Proven ability to create and implement successful marketing campaigns. Excellent written and verbal communication skills. Analytical mindset with the ability to interpret data and make data-driven decisions. Proficiency in MS Office Suite (Word, Excel, PowerPoint).

Must Have

Educational Requirements

Bachelor of Business Administration

Compensation & Other Benefits