

Job Description

Job title: Marketing and Sales Executive

Key role and responsibilities:

Outreach and Lead Generation

- Attend potential business and networking events on behalf of the organization for lead generation
- Build a pipeline of potential clients and partners suitable for different areas and geographies
- Plan and execute Marketing and Sales events organizing and participating in the exhibitions and trade conventions
- Collaborate with social media marketing teams to create marketing content, impact stories, and sales and publicity campaigns

Marketing and Sales

- Lead national/international sales opportunities
- Create annual targets, strategies, plan and execution
- Manage full sales funnel from lead to deal closure
- Identify new market opportunities and partnerships
- Align product/ service offerings with market needs
- Develop and implement market strategies
- Promote the products and services of the organisation
- Conduct market research, analyze the data and develop plans to achieve goals manage var
- Create marketing presentations and promotional materials
- Reach out to various clients, schools, distributors, NGOs, Corporates, etc.
- Call and visit schools, distributors, corporates, NGOs to promote various educational programs and educational TLMS, Math lab and workshops.
- Create business opportunities with various channels such as Modern trades, quick commerce, GEM portals
- manage and coordinate exhibitions, promotional events.
- Organise workshops and events
- manage e-commerce platforms and digital platforms
- Build and maintain good relationship with clients.
- Achieve goals like increasing sales, generating leads, creating brand awareness, etc.

Skills:

1. Strong communication skills
2. Presentation skills
3. Creative thinking
4. Strategic thinking
5. Analytical skills

Values and competencies

- Entrepreneurial Energy: Showcasing ownership of time and resources to yield solutions
- Dealing with Situations: Maintaining problem solving attitude under different situations & pressure and showcasing a progressive approach
- Growth Mindset: Perceiving every experience as a learning curve and an opportunity for growth and achieving the milestones

Experience:

Post graduation / MBA in Sales and Marketing

At least 2 yrs experience in Institution Sales, Retail Sales, Schools / Educational Institute Sales / Book Sales with Publishing houses or book distributors.

Depending on the qualifications, experience and fit to the role as well as based on the performance the range of compensation discussed

Prior work experience of 70 – 80% in Marketing and Sales with a proven track record of growth and result oriented performance

Location:

Powai and Bhandup in Mumbai

Field level travel within Mumbai and pan India level

Working days:

Monday to Saturday

Office timing:

9:30 am to 5:30 pm