

Job Description: Business Development & Marketing Executive

We are looking for a dynamic and result-oriented **Business Development & Marketing Executive** with 3+ years of experience to drive growth, build strategic relationships, and enhance brand visibility. The ideal candidate should possess strong communication skills, marketing knowledge, and the ability to convert leads into long-term clients.

Key Responsibilities

Business Development

- Identify, generate, and convert new business opportunities across targeted sectors.
- Build and maintain strong relationships with existing and potential clients.
- Conduct client meetings, presentations, and product/service demonstrations.
- Develop proposals, negotiate contracts, and close sales deals.
- Track market trends and competitor activities to identify growth opportunities.
- Maintain and update lead databases, CRM entries, and sales pipelines.

Marketing

- Assist in planning and executing marketing campaigns (digital + offline).
 - Support content creation for social media, website, emailers, and marketing collateral.
 - Coordinate with design and content teams for campaigns and promotional materials.
 - Manage and track performance of marketing activities; prepare monthly reports.
 - Participate in brand-building initiatives, events, seminars, and exhibitions.
 - Ensure consistent brand messaging across all marketing channels.
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Skills & Requirements

- **2+ years of experience** in Business Development, Sales, or Marketing.
- Strong communication, presentation, and negotiation skills.
- Knowledge of digital marketing trends and tools (Facebook Ads, Google Ads, LinkedIn).
- Ability to understand client requirements and offer tailored solutions.

- CRM knowledge is a plus (HubSpot, Zoho, Salesforce, etc.).
 - Self-motivated, target-driven, and comfortable working independently or in a team.
 - Strong analytical and problem-solving abilities.
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Education

- Bachelor's degree in Business Administration, Marketing, Communications, or related field.
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Work Environment

- Office-based / Hybrid (customize as needed)
 - Regular client visits and online/offline meetings
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Compensation

- Competitive salary + incentives (customizable)