

Job Description

Department	Business Development	
Organization Name	Mangal Analytics & Research Consulting Pvt. Ltd	
Company Profile	<p>MARC is a business consulting firm engaged in the business of Mergers and Acquisitions Advisory, Business Analytics and Research, Internationalization, and Growth Strategy. We have to our credit, over a decade of experience and expertise through our past associations with the Big 4, reputed MNCs, and a multi-faceted and skilled team. This enables us to offer customized and timebound solutions to complex business problems through our research and analytical insights.</p> <p>At MARC, we assist our partners in discovering the power and importance of combining market research and data analytics to achieve significant improvements in efficiency and achieve scale. This results in the ability to seize opportunities and make informed decisions for expansion and growth. MARC has been a proven problem solver in areas of mergers and acquisitions, market research, and business analytics for Investment Bankers, Investors, Management Consulting Firms, and Small and Medium-sized businesses in various industries across the globe. We at MARC, endeavor to partner with our clients to help unlock their true potential and assist them to grow strategically and achieve unprecedented levels of success in their business. Progressing at a fast pace, the company has already served more than 200 SMEs across the country, offering project reports / business plans, and outsourced CFO services.</p>	
Qualification	Post-graduation degree in marketing	
Job Description / Responsibilities	<ul style="list-style-type: none"> • Responsible for B2B services sales and business development not restricted to any region or territory. • Developing a marketing strategy focused on increasing revenue. • Responsible for overall lead generation by the business development and marketing team. • Identifying potential prospects via various channels and relevant business websites. • Understand needs of clients or issues faced and respond effectively with a plan to address the clients' issues through our offerings – Mapping our business strengths with client requirements. • Be active in scouting leads and converting them into meetings. • Identify and explore new opportunities for business and revenue growth. • Conduct marketing and brand building initiatives. • Responsible for identifying & expanding business opportunities with clients & customer retention. • Prepare & present periodic business reviews to management - leads generated, meetings scheduled, and new business prospects. • Exposure to CRM and should be able to track all activities there. • Represent the company at networking events - Build and develop strong relationships with industry professionals, competitors, and potential clients. • Develop and mentor junior business development staff in client relation, business development, social media marketing and soft skills. 	

	<ul style="list-style-type: none"> • Assigning targets to the BD team and track all tasks allocated to the team. • Direct the BD team to ensure effective brand building through regular posts on social, and content creation to stimulate social media activity/buzz • Coordinate with the vendors for digital marketing activities on Social Media.
Desired profile of the candidate	<p>Strong communication skills (oral/written)</p> <p>Experienced in digital marketing ideally for a services / B2B industry</p> <p>Experience in branding and developing and executing of branding strategies</p> <p>Experience in Team management</p>
Location of posting	Mangalore/ Goa
Contact Information	<p><u>e-mail ID</u></p> <p>hr@marcglocal.com</p>
Website :	www.marcglocal.com