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## Manager – IT Sales and Marketing

### Description

We at Arrk are looking for Manager – IT Sales and Marketing with 10+ years of experience in India and/or UK Markets. This position is responsible for prospecting, qualifying, and generating new sales leads to support overall Sales and Marketing activities. This individual will be a highly motivated, self-starter able to identify and develop new business prospects from multiple sources including inbound marketing leads, prospect lists, discovery and individual research. A dynamic personality with a drive to reach decision makers is essential!

### Responsibilities

- Identifying & developing new market, generating leads & ensuring pipe line for IT services offering
- Proven ability in achieving/ new & profitable markets and service offering
- Exposure in market development for IT , services, positioning and differentiation
- Channelize all Digital Media Platform Marketing, prospect hunting and maintain relationship with interested parties, groups
- Creating, Co-Creating, and maintaining contents on various Digital channels
- Cold Calling and generating leads
- Preparing and maintaining Database of potential customers and clients and periodical engagements
- Ability to maintain latest trends in the IT industry
- To attend industry conferences to keep up to date information
- Maintain Strong Knowledge of Products and Services Offered by Arrk
- Maintain library of S&M Collaterals
- Maintain S&M support eco-systems

### Qualifications

#### Key Competency:

- 2-4 years telemarketing, customer service and/or inside sales experience into IT Field
- **4-6 years experiences as a part of S&M activities of IT services company in India and/or UK markets**
- Result -Oriented achiever with excellent track record for identifying opportunities for accelerated growth.
- An effective communicator with excellent client relationship management skills using all digital mediums and forums
- Ability to flourish with minimal guidance, be proactive, and handle uncertainty.
- Excellent client service skills.
- Excellent written and verbal communication skills.
- Proficient in MS Office and CRM
- Ability to Conduct Market Research to Find Sales Prospects

### Hiring organization

Arrk Limited

### Employment Type

Full-time

### Industry

IT

### Job Location

India

### Date posted

15/07/2021

**Personal Characteristics:**

- A mature, open individual with a strong sense of personal integrity
- Clarity of thought with a structured approach to work.
- Service-oriented and team player
- High passion for learning.
- A completer-finisher with a demonstrable attention to detail
- Ambitious, hardworking and self-motivated.

**Contacts**

Please send your updated resume to [tanaya.ganguli@arrkgroup.com](mailto:tanaya.ganguli@arrkgroup.com) if you are interested in this position.