

**Job Role:** Lead Generation and Operation Specialist  
**Location:** Bangalore  
**Salary:** ₹ 2 LPA during training period. ₹ 3.5 to ₹ 5.5 LPA after training period  
**Duration:** Full Time  
**Qualification:** Any Degree  
**Year of Graduation:** 2021, 2022 and 2023

**Job Responsibilities:**

- Conduct extensive market research to identify potential clients and industries for our products/services.
- Should collect potential students'; data from colleges.
- Develop and execute lead generation strategies utilizing market insights and customer personas.
- Initiate and nurture contact with potential leads through social media, email marketing, and other channels.
- Qualify leads based on established criteria and pass them on to the sales team.
- Maintain and update lead databases to ensure data accuracy and relevance.
- Track and report on lead generation metrics and campaign effectiveness.
- Collaborate closely with the sales and marketing teams to refine lead generation strategies.
- Design and implement operational processes to optimize business development

**Activities.**

- Manage and maintain CRM systems, ensuring data accuracy and integrity.
- Analyze sales and lead generation data to identify trends and areas for improvement.
- Prepare regular reports and presentations for senior management.
- Collaborate with cross-functional teams to align business development efforts with

**company goals.**

- Assist in the development and execution of business development strategies.
- Train and mentor business development staff on best practices and processes.
- Monitor and manage the performance of business development initiatives.

**Skills:**

- Should have good knowledge in Microsoft office.
- Bachelor's degree in Business, Marketing, or a related field.
- Proven experience in lead generation, business development, or operations Management.
- Strong analytical, communication, and interpersonal skills.
- Proficiency in CRM software and data analysis tools.
- Excellent organizational and project management abilities.
- Ability to work both independently and as part of a team.
- Results-oriented with a focus on meeting and exceeding targets.
- Effective leadership and mentorship capabilities.