

Join our team

Sales & Marketing Assistant

About Us

Positioned as a leading Microsoft Cloud Service Provider (CSP), we specialize in managed services, catering to a diverse clientele. Our clients rely on us to optimize their Digital Transformation Journey by leveraging the capabilities of Microsoft Dynamics 365 for their business operations. With a reputation for providing reliable IT system support and pioneering Dynamics 365 Solutions, we are committed to fostering innovation and excellence in the technology solutions arena. Our goal is to empower our clients to achieve their objectives efficiently and effectively, guiding them through the ever-evolving landscape of business and technology.

Overview of the Role

As a Sales and Marketing Assistant, you will play a pivotal role in bolstering our sales and marketing efforts, both online and offline. You'll be responsible for executing various marketing strategies, including email campaigns, lead nurturing, and event management. Moreover, you'll contribute to sales and business development initiatives and play a crucial role in forging strategic partnerships. This multifaceted role offers an exciting opportunity to collaborate across departments and make a significant impact on our company's growth trajectory.

Responsibilities:

- Support offline and online marketing campaigns, including content creation and distribution across various channels.
- Assist in managing email marketing campaigns, ensuring timely delivery and analyzing performance metrics.
- Nurture leads through effective communication and follow-up strategies to drive conversion rates.
- Collaborate with the sales team to identify opportunities for business development and contribute to sales strategies.
- Coordinate and manage events, from planning to execution, to enhance brand visibility and generate leads.
- Research and identify potential partners, and assist in formulating and implementing strategic partnerships.
- Provide administrative support to the sales and marketing team, including maintaining databases and preparing reports.

Key Skills and Requirements:

- Bachelor's degree in Marketing, Business Administration, IT or a related field.
- Proven experience (1-2 years) in a sales and marketing role, preferably in the technology sector.
- Solid understanding of marketing principles and techniques, with proficiency in online marketing tools and platforms.
- Excellent communication and interpersonal skills, with the ability to build rapport with clients and internal stakeholders.
- Strong organizational and multitasking abilities, with a keen eye for detail and accuracy.
- Proficiency in Microsoft Office suite and familiarity with Customer Relationship Management (CRM) software.
- Ability to work effectively in a fast-paced environment, both independently and as part of a team.
- Creative thinking and problem-solving skills, with a proactive and results-oriented approach.

How to Apply:

If you are enthusiastic about this opportunity and possess the required qualifications and experience, we invite you to join our team. Please send your resume and a compelling cover letter outlining your suitability for the role to careers@softwaredynamicsgroup.com. **Kindly use the job title as the subject line for your email.** We look forward to exploring your potential future with us.

Deadline for Applications: [14th April,2024]

****** Please note: Only shortlisted candidates will be contacted.**