Document	Lead Generation (Job Description)
Company	Devspark Labs
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Salary Range	PKR 30,000 - 40,000 PKR

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Job Description:

We are seeking a motivated and enthusiastic Lead Generation Specialist to join our team. The ideal candidate will have a minimum of 6 months of experience in lead generation, with knowledge of platforms such as Up work, Apolo, and Linked In. As a Lead Generation Specialist, you will play a crucial role in identifying and qualifying potential leads to support our sales and marketing efforts.

Responsibilities:

1. Utilize platforms like Upwork, Apolo, and LinkedIn to identify and prospect new business opportunities.
2. Conduct thorough research to gather contact information and build prospect lists.
3. Reach out to leads via email, phone calls, and LinkedIn messages to initiate contact and qualify prospects.
4. Qualify leads based on predefined criteria, such as budget, timeline, authority, and need, to determine their suitability as potential customers.
5. Engage with leads to understand their business challenges, pain points, and needs, and articulate how our products or services can address them.
6. Nurture leads through the sales funnel by providing relevant information, answering questions, and overcoming objections to progress them toward conversion.
7. Collaborate with sales and marketing teams to ensure seamless handoff of qualified leads and alignment of lead generation efforts with overall business goals.
8. Maintain accurate and up-to-date records of lead interactions, activities, and outcomes in CRM software or lead management systems.
9. Monitor and analyze lead generation metrics and KPIs to evaluate the effectiveness of lead generation strategies and identify areas for improvement.

Qualification:

1. Bachelor's degree in Business Administration, Marketing, or a related field.
2. Minimum of 6 months of experience in lead generation, sales development, or a similar role.
3. Familiarity with lead generation platforms such as Upwork, Apolo, and LinkedIn.
4. Excellent communication skills, both written and verbal.

5. Strong interpersonal skills and the ability to build rapport with prospects.
6. Results-oriented mindset with a focus on meeting or exceeding lead generation targets.
7. Detail-oriented with strong organizational and time management skills.
8. Ability to work independently and proactively in a fast-paced, deadline-driven environment.
9. Proficiency in CRM software and other sales tools is a plus.

Hiring Criteria

Education & Experience:

- Bachelor's degree in Business Administration, Marketing, or a related field is preferred.
- Minimum of 6 months of experience in lead generation, sales development, or a similar role.

Technical Skills:

- Proficiency in using lead generation tools and platforms, such as Upwork, Apolo, LinkedIn, or similar platforms.
- Familiarity with CRM software and lead management systems for tracking and managing leads.

User-Centric Design:

- Understanding of user behavior and preferences to tailor lead generation strategies and communications to target audiences effectively.

Design Expertise:

- Basic knowledge of design principles to create visually appealing lead generation materials, such as email templates or landing pages.

Collaboration and Communication:

- Ability to collaborate effectively with sales and marketing teams to align lead generation efforts with overall business goals.
- Strong communication skills to interact with prospects and convey information effectively

Accessibility and Inclusivity:

- Awareness of accessibility considerations to ensure lead generation materials are accessible to individuals with disabilities or diverse backgrounds

Usability Testing:

- Basic understanding of usability testing methodologies to evaluate the effectiveness of lead generation strategies and optimize user experience.

Problem-Solving:

- Ability to identify challenges and obstacles in lead generation efforts and proactively implement solutions to improve performance and results.

Resource Evaluation Criteria Form

Education & Experience		Personal Attributes
Bachelors		Team Player
6 months		Motivation
Technical Expertise		Comm Skills
Proficiency in Lead Generation Tools		**Problem Solving**
Data Management Skills		Difficulty Identifying Qualified Leads
Basic Knowledge of SEO and SEM		Low Conversion Rates
Email Marketing Proficiency		Ineffective Outreach Strategies
Lead Qualification and Scoring		Limited Lead Sources
		Poor Data Quality

The above form will be filled on the rate of 10 as the highest score and 1 as the least score.