**JOB PROFILE OF Business Development Executive – Digital Marketing**

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| **1** | **Job Title / Designation** | **Business Development Executive – Digital Marketing** |
| **2** | **Name of Organization** | Inner Eye Consultancy Services LLP |
| **3** | **Reporting Authority** | Arnab Kumar Biswas |
| **4** | **Job Objective** | We are looking for a Business Development Executive to identify, engage, and convert potential clients for digital marketing services. The candidate will be responsible for lead generation, client meetings, pitching services, closing deals, and maintaining strong relationships with clients to support business growth. |
| **5** | **Qualifications** | * **Bachelor’s or Master’s Degree in Marketing, Business Administration, or a related field. (Certifications in Sales, CRM, or Digital Marketing are a plus.)** |
| **6** | **Age criteria** |  |
| **7** | **Experience** | **2–3 years in Business Development, Sales, or Client Acquisition, preferably in Digital Marketing or related service industries.** |
| **8** | **Job Responsibilities** | * **Lead Generation & Prospecting –** Research, identify, and reach out to potential clients through digital platforms, networking, and cold calling. * **Client Engagement & Conversion –** Present digital marketing solutions to clients, conduct meetings, negotiate, and close deals. * **Client Relationship Management –** Build and maintain strong, long-term client relationships and handle inquiries or escalations. * **Collaboration with Marketing Team –** Coordinate with internal teams to tailor proposals and align client expectations with deliverables. * **Revenue & Target Achievement –** Meet monthly and quarterly sales targets with a structured reporting mechanism. |
| **9** | **Technical Scope of Work** | * **Knowledge of Digital Marketing Services –** SEO, SEM, Social Media Marketing, Email Campaigns, etc. * **CRM Tools –** Familiarity with tools like HubSpot, Zoho, or similar platforms. * **Proposal Writing –** Drafting of quotations, service pitches, and client-specific marketing solutions. |
| **10** | **Administrative Scope of Work** | * Maintain client interaction records and update CRM tools. * Weekly reporting of business development activities to reporting authority. * Coordination with execution teams for onboarding and campaign tracking. |
| **11** | **Soft Skills** | * Strong verbal and written communication. * Negotiation and persuasion skills. * Proactive, self-driven, and target-oriented. * Time management and multi-tasking ability. * Team collaboration and relationship-building. |
| **12** | **Compensation** | **₹20,000 – ₹25,000 per month + Incentives based on performance** |