

Detailed Job Description

Job title: Research Analyst - Voice
Hours: 4:30 am to 1:30 pm
Location: Kochi, Kerala – India.

Introduction

UniqLeads Research has solid experience in providing targeted B2B decision makers in the conference industry, having business in Australia, New Zealand, United Kingdom and Singapore. We support leading conference companies who runs strategic conferences, professional workshop, in-house training and business-to-business conferences in Finance, Human Resources, Information Technology, Law, Management Strategy and Energy & Resources.

Purpose of the position

We at UniqLeads, use out of the box techniques to carefully extract qualified and phone verified contacts for targeted marketing approach. Research Analyst – Voice is responsible in researching on the web, calling target companies and generating key contacts for event-specific marketing and sales campaigns. The role involves obtaining and expanding contact details for each event and verifying contact information. This includes utilising variety of sources and techniques, multitasking across number of projects at any one time while managing resources efficiently to complete each assigned projects.

He/she will also work closely with the Marketing Heads at client side in Australia, New Zealand, United Kingdom and Singapore to ensure the target list is researched and executed according to the Marketing plan within the given time frame.

Responsibilities & duties

- Researching prospect client details over the web and phone verify full contact details.
 - Qualifying the contacts/prospects are relevant to the event/conference.
 - Verify that all the data collected is correctly entered and in the correct field.
 - Be familiar and understand about the topics of the events, targeted industry and job titles.
 - Ability to meet set targets on a daily and weekly basis.
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Personal qualities & behavioural traits

- Knowledge and experience with B2B Database & Direct Marketing CRM practices
- Highly capable project management skills – ability to manage multiple work streams
- Demonstrate excellent verbal and written communications skills, and the ability to work with internal and external stakeholders across countries.
- The ideal candidate will have a very good knowledge of Microsoft Excel and Google search.
- Minimum 2 to 3 years of experience in similar profile.
- Preference is given to candidates who are residing within 5 to 10 kilometres from Info park