

## Job Description

POSITION DETAILS			
Functional Designation	Cross Sell Dialer and Campaign Manager	Department	Cross Sell
Sub Department	Cross Sell	HR Grade	AM/ DM/ Manager
Location	Corporate Office	Reporting Manager	Senior Manager
Job Purpose			
<p>The Cross-Sell Dialer and Campaign Manager will be responsible for managing and optimizing dialer campaigns to enhance cross-selling efforts. This role requires a detail-oriented professional with a strong background in campaign management and dialer systems.</p>			
Principal Accountabilities			
<ul style="list-style-type: none"> <li>• <b>Campaign Management:</b> Plan, execute, and optimize outbound dialer campaigns to maximize cross-sell opportunities.</li> <li>• <b>Dialer Operations:</b> Oversee the configuration and maintenance of dialer systems to ensure optimal performance and compliance with regulations.</li> <li>• <b>Performance Monitoring:</b> Track and analyze campaign performance metrics, providing insights and recommendations for improvement.</li> <li>• <b>Collaboration:</b> Work closely with sales, marketing, and IT teams to align dialer campaigns with overall business objectives.</li> <li>• <b>Customer Engagement:</b> Utilize data-driven insights to enhance customer engagement and improve cross-sell conversion rates.</li> <li>• <b>Training and Support:</b> Provide training and support to sales teams on effective use of dialer systems and campaign strategies.</li> <li>• <b>Reporting:</b> Prepare regular reports on campaign performance and dialer operations, presenting findings to senior management.</li> <li>• <b>Continuous Improvement:</b> Stay updated with industry trends and best practices in dialer technology and campaign management, incorporating new insights into strategies.</li> </ul>			
Desired Profile			
<ul style="list-style-type: none"> <li>• Minimum of 5+ years of experience in Campaign management and Dialer operations, with a focus on cross-selling.</li> <li>• Bachelor's degree Graduate/Postgraduate in any stream.</li> <li>• Strong analytical and problem-solving skills.</li> <li>• Excellent communication and interpersonal skills.</li> <li>• Proficiency in dialer systems and CRM software.</li> <li>• Ability to interpret data and make informed decision.</li> </ul>			

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Classification | INTERNAL