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UPSC Careers – Govt Jobs For Freshers – Job Application For Sales and Marketing Executive

Hiring organization
Union Public Service Commission

Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

Date posted

March 26, 2024

Valid through

31.12.2024

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Base Salary

USD 17 - USD 25

Qualifications

Graduate, Post Graduate

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Employment Type

Full-time

Description

UPSC Recruitment 2024

About UPSC

UPSC ([Insert brief and positive company description here]). We're a passionate team on a mission to [Company's mission statement]. We believe in creating a [Company culture description, e.g., positive, collaborative, innovative] work environment where our employees can thrive and make a real impact.

Why Join Us as a Sales and Marketing Executive?

This is your chance to play a key role in our growth story! As a remote Sales and Marketing Executive, you'll be a **strategic bridge** between our sales and marketing teams, crafting targeted campaigns that drive qualified leads and boost sales. You'll work collaboratively with a talented team, wielding your creativity and analytical skills to develop innovative strategies and elevate our brand awareness.

The Position

UPSC is seeking a highly motivated and results-oriented Sales and Marketing Executive to join our dynamic remote team. In this exciting role, you'll be responsible for developing and executing strategic marketing initiatives that generate leads and contribute to achieving our sales goals.

Location: Remote

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Job Summary

We're looking for a talented individual with a blend of sales and marketing expertise to spearhead our lead generation efforts. You'll develop and implement comprehensive marketing campaigns across various digital channels, analyze market trends, and identify new sales opportunities. This role requires a strong understanding of customer needs and the ability to translate them into compelling marketing messages that resonate with our target audience. You'll also work closely with the sales team to ensure alignment and support their efforts in closing deals.

Key Responsibilities:

- Develop and execute data-driven marketing campaigns across digital channels (e.g., email marketing, social media marketing, content marketing) to generate leads and brand awareness.
- Conduct thorough market research to identify target audiences, understand customer needs, and stay updated on industry trends.
- Manage and analyze marketing campaign performance metrics and identify areas for improvement.
- Create high-quality marketing materials such as brochures, presentations, and social media content.
- Collaborate with the sales team to develop targeted sales strategies and provide support throughout the sales funnel.
- Maintain and update customer relationship management (CRM) software.
- Track and report on key performance indicators (KPIs) for marketing activities and sales pipeline.
- Stay up-to-date on the latest digital marketing trends and technologies.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field (or equivalent experience).
- Minimum 1-2 years of experience in sales and/or marketing (experience in a B2B environment a plus).
- Strong understanding of digital marketing principles and best practices (SEO, SEM, social media marketing, email marketing, etc.).
- Excellent written and verbal communication skills.
- Proven ability to develop and execute data-driven marketing campaigns.
- Ability to work independently and manage multiple tasks simultaneously.
- Strong analytical and problem-solving skills.
- Proficiency in marketing automation and CRM software (e.g., HubSpot, Salesforce).
- A creative and results-oriented mindset with a passion for digital marketing.

Experience:

This is a great opportunity for both recent graduates with a strong foundation in marketing and experienced professionals seeking to expand their skillset in a fast-paced environment.

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Why Join UPSC?

At UPSC, we offer more than just a job; we offer a chance to be part of a **supportive and collaborative** team that fosters **professional growth**. Here are just a few reasons why you'll love working at UPSC:

- **Remote Work:** Enjoy the flexibility and convenience of working from anywhere in the world.
- **Competitive Salary and Benefits:** We offer a comprehensive benefits package that includes health insurance, paid time off, and a competitive salary.
- **Opportunities for Growth:** We invest in our employees' professional development and provide opportunities for advancement.
- **Positive and Dynamic Work Culture:** We value our employees' well-being and strive to create a fun and engaging work environment.
- **Make a Real Impact:** You'll have the opportunity to contribute to the success of a growing company and make a real difference in our industry.

Application Process:

To apply, please submit your resume and cover letter via [application link/email address]. In your cover letter, please tell us why you're interested in this position and what you can bring to the UPSC team.

Join Us and Make a Difference!

Are you a passionate and results-oriented marketing professional looking to take your career to the next level? If so, we encourage you to apply! We look forward to hearing from you.

General Overview

This position offers a unique opportunity to combine your sales and marketing expertise in a dynamic and supportive remote work

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