



V Group Inc.

**Designation/Title:** Business Development Manager

**Employment Type:** Full time.

**Experience:** 3 to 5 years from an IT background.

**Location:** Bhopal (Madhya Pradesh) /Pune (Maharashtra)

**Work Hours:** 6:30 PM to 3:30 AM IST

**Job Responsibilities:**

- Marketing of Software Products created by V Group including Mobile Apps, and E-Commerce products using social media, blogs, emails, etc.
- Should have sales experience in IT preferably have worked in E-commerce products company.
- Conduct high-level conversations with decision-makers to crack deals.
- Identify new prospects and have increased interaction with them with the high convincing capability to convert them to customers.
- Implement social media strategy and best practices across various platforms and social communities (e.g. Facebook, Twitter, YouTube, Pinterest, Instagram, Houzz, Polyvore, WordPress, Tumblr and Google+).
- Create marketing materials/ collaterals like brochures, write-ups, website updates, etc.
- Make timely submissions of Proposals, MOU's, contract details, negotiations and communications related to onboarding the customer with the highest accuracy and minimal or no errors
- Should gain and maintain in-depth knowledge of the business, and our entire product suite, industry trends and the competitive landscape.
- Get projects from offshore clients (US/UK) for the development of Mobile Apps (iOS & Android), Website Design & Development on multiple platforms and technologies, Application development etc.

- Develop client relationship and build an effective cross-functional team.
- Develop and implement creative and highly measurable social media programs and campaigns. This includes planning an editorial calendar, creating content, promotional emails etc.
- Develop and maintain relationships with business partners, existing and past customer, key bloggers, designers, and other influencers.
- Gather and log the client's business needs with detailed specifications.
- Work with the technical team to translate business requirements into technical specifications.
- Collaborate with the development team to ensure that the proposed solution completely addresses all business requirements of the client.
- Provide high quality trusted advice to customers.
- Prepare and lead coordination meetings.
- Assist project manager in client follow-ups and ineffective resource allocation for the project development.
- Update existing documentation of software products (e.g. Procedures, Business Processes, User Guides, and Training Manuals etc.)
- Should have prior experience in client acquisition & closure of deals/contracts.
- Naturally aggressive and passionate about the job.
- Should have a knack for experimenting and zeal to explore new ways to interact with the client.
- High sense of responsibility towards the targets assigned.

**Desired Preference –**

- Experience in one or more in following is a plus- Service marketing, Product sales, e-commerce etc.
- Excellent ability to effectively communicate information and ideas, verbal and presentation format, and build and maintain relationships both internally and externally.
- Deep interest in technology and the utilization of social media platforms.

- Work with channel partners, generate interest, qualify prospects and onboard clients.
- Strong phone presence with the attitude to be available as and when needed to respond to the clients.

***If you have the passion to deliver and urge to grow, be a part of our dynamic team. Immediate joiners are most welcome to apply, with their latest CVs including past and current project/clients details.***



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