

Job Title: **Marketing Employee**

Company: ISF Analytica Informatica Private Limited Company

Location: Govandi,Mumbai

About Us:

ISF Analytica Informatica Pvt. Ltd. is a platform provider and we look for courseware partners to use our Easylearn platform. Currently we are tied up with iDream, Gurujiworld & Sundaram for courseware. ISF Analytica Informatica Pvt. Ltd. provides customized e-learning solutions in consultation with the endcustomer.VSD, IIT (Hyderabad), FOSSEE (IIT Mumbai), IIT (Madras), Intel, DARPA, Samsung has teamed up with ISF Analytica Informatica to conduct its high-end technical courses in VLSI Design on our platform.ISF seeks more and more courseware partners in this; be it schools, colleges, universities and institutes.We white-label and customize the Easylearn(www.easylearn.org.in) for our partners to use the platform seamlessly.We have been successfully and seamlessly running VSD's platform (www.vsdiat.com) for the last 2 years starting June 2021), highlight is on lab management. Very few platforms' have such integration.ISF Academy is the consulting arm of ISF EduTech Pvt. Ltd. and aims to provide training, courses and conduct various edtech based events going forward.

Job Description:

We are seeking a dynamic and driven individual to join our marketing team with a focus on software demonstration, sales, and marketing. The ideal candidate will possess excellent communication skills, a passion for technology, and the ability to effectively demonstrate software solutions to potential clients. This role requires a blend of technical expertise, sales acumen, and marketing knowledge to effectively promote our products and drive revenue growth..

Responsibilities:

1. Conduct software demonstrations for potential clients, showcasing the features, functionality, and benefits of our products.
2. Collaborate with the sales team to identify potential clients and develop tailored presentations and demonstrations to meet their specific needs.
3. Develop a deep understanding of our software solutions and effectively communicate their value proposition to potential clients.
4. Create marketing materials such as presentations, brochures, and case studies to support sales efforts and promote our products.
5. Assist in the development of marketing campaigns to generate leads and increase brand awareness.
6. Attend industry events, trade shows, and conferences to network with potential clients and promote our products.
7. Gather feedback from clients and prospects to continuously improve our products and sales processes.
8. Stay up-to-date on industry trends, competitor offerings, and market developments to inform marketing and sales strategies.

Requirements:

1. Bachelor's degree in marketing, business, computer science, or a related field.
2. Previous experience in software demonstration, sales, or marketing preferred.
3. Excellent presentation and communication skills, with the ability to articulate complex technical concepts in a clear and concise manner.
4. Strong interpersonal skills and the ability to build relationships with clients and colleagues.
5. Self-motivated and results-oriented, with a proven track record of meeting or exceeding sales targets.
6. Ability to work independently and as part of a team in a fast-paced environment.
7. Proficiency in Microsoft Office and other relevant software tools.
8. Willingness to travel occasionally for client meetings, trade shows, and conferences

This position offers an exciting opportunity to work at the intersection of technology, sales, and marketing. If you are a motivated individual with a passion for driving business growth through effective software demonstration and sales, we encourage you to apply.

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