

<b>Organization:</b>	<b>Lead Height</b>
<b>Job Title:</b>	<b>Business Development Executive/ Digital Marketing</b>
<b>CTC:</b>	<b>6 LPA</b>
<b>Location:</b>	<b>Office-Based, Kolkata.</b>
<b>Departments Eligibility:</b>	<b>Management</b>
<b>Course Eligibility</b>	<b>BBA/ BCOM/ MBA</b>
<b>Student Gender Preference:</b>	<b>any</b>

### **General Job Description**

- Identify new business opportunities and generate leads through online and offline channels.
- Plan and execute digital marketing campaigns across social media, websites, and digital platforms.
- Build and maintain relationships with clients to support business growth.
- Monitor marketing performance, analyze data, and optimize campaigns for better results.
- Prepare reports, proposals, and presentations to support sales and marketing activities.

### **BENEFITS**

- Fixed Take-Home Pay: A consolidated monthly salary
- Performance-Based Incentives: Attractive sales incentives are based on the achievement of targets and overall performance.
- Comprehensive Training Program: Includes mandatory onboarding and mock training sessions to ensure field preparedness and professional growth.
- Tech-Enabled Field Support: Executives will be provided with an iPad and eSIM to enhance productivity and facilitate seamless field operations.

### **Eligibility**

#### **Management**

Specialization **BBA/ BCOM/ MBA**

Fresher

Technical skills, attention to detail, problem-solving, and communication skills.

Meeting minimum age requirements, typically 18 years old.

**Job Reviewed by: Director, Training & Placement**

**Job Approved by: Director, Training & Placement**

**Job opportunity provided through: Training and Campus Placement Department**