Srinath University
अध्ययन • अनुशासन • अनुग्रहण

JOB DESCRIPTION

Organization:	**ALPHA INNOVATION Pvt Ltd**
Job Title:	**Business Development Associate, Lead Generation Executive**
CTC:	**5.5 LPA**
Location:	**BANGALORE**
Departments Eligibility:	**Management**
Course Eligibility	**MBA/BBA/BCOM**
Student Gender Preference:	**ALL**

General Job Description

- Identify and connect with potential students, colleges, and TPOs to promote Alpha Innovation's
- Programs.
- Conduct outreach through calls, emails, LinkedIn, and virtual sessions.
- Build and maintain strong relationships with partner institutions.
- Generate leads, meet monthly targets, and contribute to business growth.
- Work collaboratively with the marketing and operations teams to plan outreach strategies.
- Maintain reports and feedback on daily progress and lead conversions.

Skills

- Excellent communication and interpersonal skills.
- Strong interest in Sales, Marketing, or Business Development.
- Confident in approaching new people and institutions.
- Basic understanding of digital tools and social media outreach.
- Self-motivated, goal-oriented, and proactive.

Eligibility
Management
SPECIALIZATION : **MBA/BBA/BCOM**
Fresher
Bachelor's and Master's students (Graduating Batches of **2025 &2026**)

Job Reviewed by: Director, Training & Placement
Job Approved by: Director, Training & Placement
Job opportunity provided through: Training and Campus Placement Department

Date: 06/04/2026