Srinath University
अध्ययन • अनुशासन • अनुग्रहण

JOB DESCRIPTION

MAX-VIEW NOW

Organization:	**MAXVIEW NOW**
Job Title:	**Marketing & Sales/Marketing & HR /Marketing and Business Analytics**
CTC:	**2.8 LPA**
Location:	**New Delhi / Noida**
Departments Eligibility:	**MANAGEMENT**
Course Eligibility	**BBA,MBA**
Student Gender Preference:	**ALL**

General Job Description

Marketing – Sales

- Develop and implement sales and marketing strategies to achieve business targets.
- Generate leads through calls, emails, social media, networking, and other channels.
- Identify potential customers and understand their requirements.
- Handle customer inquiries, product/service presentations, negotiations, and closures.
- Build and maintain strong relationships with existing and prospective clients.
- Conduct market research to identify new business opportunities and customer trends.
- Coordinate with internal teams to ensure smooth customer onboarding and service delivery.
- Maintain accurate sales reports, lead databases, and customer records.
- Follow up with prospects regularly to improve conversion rates.
- Monitor competitors and provide insights to improve sales strategies.
- Achieve assigned monthly/quarterly sales and revenue targets.

General Job Description

Marketing – HR

- Support HR and marketing activities related to employee engagement and employer branding.
- Assist in developing internal and external communication campaigns.
- Coordinate recruitment marketing activities to attract potential candidates.
- Promote the organization's employer brand across social media and professional platforms.
- Assist in creating recruitment content, job postings, newsletters, and employee communication materials.
- Support campus recruitment, career fairs, and talent acquisition campaigns.
- Coordinate with HR and marketing teams for employee engagement initiatives.
- Conduct market research related to talent trends, recruitment practices, and employer branding.
- Maintain candidate and employee databases and prepare regular reports.
- Assist in organizing employee events, training programs, and engagement activities.
- Track recruitment campaign performance and provide suggestions for improvement.
- Ensure professional communication with candidates, employees, and external stakeholders

General Job Description
Marketing – Business Analytics • Analyze marketing and sales data to identify business trends and opportunities. • Prepare reports and dashboards to track marketing campaign performance. • Monitor key metrics such as leads, conversions, customer acquisition cost, ROI, and revenue. • Collect and analyze customer, market, competitor, and sales data. • Support the marketing team in making data-driven business decisions. • Evaluate the effectiveness of digital marketing and promotional campaigns. • Identify customer behavior and market trends using analytical techniques. • Maintain and update marketing databases and performance trackers. • Create weekly and monthly MIS reports for management. • Use data to identify opportunities for improving customer acquisition and retention. • Collaborate with sales, marketing, finance, and business teams. • Present analytical findings and actionable recommendations to stakeholders.

Preferred Skills
• Strong communication, interpersonal, and presentation skills. • Knowledge of Sales, Marketing, HR, and Business Analytics. • Lead generation, customer handling, negotiation, and relationship management. • Basic knowledge of recruitment, employee engagement, and employer branding. • Strong analytical and problem-solving skills. • Proficiency in MS Excel, PowerPoint, and reporting. • Knowledge of digital marketing, market research, and data analysis. • Basic knowledge of Power BI/SQL/Google Analytics is an advantage. • Target-oriented, proactive, and team-oriented approach.

Eligibility
MANAGEMENT
Specialization **BBA,MBA**
Fresher

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

DATE:-09.06.2026