



HCDC
HUMAN CAPITAL DEVELOPMENT CENTRE, OU
PLACEMENT NOTICE

Ltr No/HCDC/PLCNT/ 21

Dt: June 4, 2022

Openings at Adaequare Info Pvt. Ltd for

Jr. Digital Marketing Executives & Insight Sales

Last Date to apply: June 9, 2022

About Company:

Overview: Established in 2004, **Adaequare** is a CMMi Level 3 Certified company and has global presence across 3 different locations. We believe our thrust to be creative is a key to succeed in the contemporary world. We enable our customers to stay ahead of the competition by delivering superior products. Adaequare ensures continual process improvement by incorporating lessons learned and our best practices. Adaequare means 'equal to requirement' and it signifies our focus on providing precise, cost-effective solutions with outstanding quality. Our insights help transform enterprise performance into achievable business goals. We deliver what it takes to turn your ideas into value; to your customers and employees alike. Adaequare is a strategic partner to both start-ups and technology giants in industries including retail, BFS, enterprise technology, manufacturing, financial data analytics and e-Commerce. Our domain knowledge expertise in product life cycle management, business intelligence, business mobility & taxation with intuitive research & analysis give us a competitive edge in developing efficient software applications to address your business needs.

For more information, you may visit: www.adaequare.com

Designation	Jr. Digital Marketing Executive
Company Size	500+
Job Description	<ul style="list-style-type: none">• Assist in the formulation of strategies to build a lasting digital connection with consumers• Plan and monitor the ongoing company presence on social media (LinkedIn, Twitter, Facebook, Quora etc.)• Launch optimized online adverts through Google Ads, Facebook etc. to increase company and brand awareness• Be actively involved in SEO efforts (keyword, image optimization etc.)• Prepare online newsletters and promotional emails and organize their distribution through various channels• Provide creative ideas for content marketing and update website & various blocks• Collaborate with designers to improve user experience• Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, Google Search Console etc.)

	<ul style="list-style-type: none"> Acquire insight in online marketing trends and keep strategies up to date Maintain partnerships with media agencies and vendors
Eligibility criteria	BA/BBA/MBA/B.Com/BBM
Year of Pass out	2020/2021/2022
Percentage Constraint	60% and above
Interview Process	Written Test, 2 round of Interview
Salary	Rs. 1.8LPA Until Probation. Post probation hike based on Performance

Designation	Inside Sales Executive (Note: it is not a field job)
Company Size	500+
Job Description	<ul style="list-style-type: none"> Qualify leads and identify opportunities by doing first level discovery call with the prospect. Understanding customers' needs and identifying sales opportunities. Answering potential customers' questions and sending additional information regularly. Deliver sales pitch and conduct meetings and demos with enterprises/ Prepare customer proposals and work on any other documentation required by customer. Keeping up with product and service information and updates. Stay informed about competing products and services. Reach out to customer through social media, phone, email as required. Generating target number of leads through email campaign, LinkedIn, cold calling, etc. Validating generated leads and allocation to Sales team. Responding to customer queries in consultation with sales team. Providing the daily/ weekly/monthly reports, submitting and updating database. CRM compliance on a regular basis
Eligibility criteria	BA/BBA/MBA/B.Com/BBM
Year of Pass out	2020/2021/2022
Percentage Constraint	60% and above
Interview Process	Written Test, 2 round of Interview
Salary	Rs. 1.8LPA Until Probation. Post probation hike based on Performance

Click on the link to apply:

<https://forms.gle/mtc1Q8Cdh4GVJKnYA>

Sd/-

Prof. K. Stevenson

Director

