

Dear Job Aspirant,

We wish to contact you for the position of **Marketing Intern**

* Designation: **Marketing**-**Intern**
* Qualification: Graduation in any field or equivalent, MBA/PGDM in Marketing preferred.
* Location: Pune
* Experience: Fresher

**Company Profile :**

Founded in 1999, Softdel (a UNIDEL company) connects devices, enterprises, and people. Our distinctiveness lies in simplifying enterprise connectedness in smart buildings and smart factories creating unprecedented benefits for our customers and their eco-systems. Headquartered in Stamford, CT, USA, with offices in Japan, and India, we deliver domain expertise and technology-driven solutions to help companies turn digital challenges into opportunities. Our two-decade-long product engineering experience of serving global leaders in the automation & controls industry has catapulted Softdel to an enviable position in the Industrial and Buildings IoT value chain.

For more information, visit [www.softdel.com](http://www.softdel.com). Follow on [LinkedIn](https://www.linkedin.com/company/softdel/) and [Twitter](https://twitter.com/softdelsystems?lang=en).

**JOB Description:**

**Roles and Responsibilities:**

* Generating top of the funnel leads, and setting up calls for Sales team.
* Building and driving yearly/quarterly/monthly lead generation strategies for the campaigns. The primary focus of the role is to work with the Sales & Marketing team to develop and deliver an effective lead generation program and drive qualified leads into the sales pipeline.
* Develop a deep understanding of Softdel’s offerings and use this knowledge to build core product narrative and amplify by creating messaging, value propositions, user benefits, and other assets to support marketing and sales campaigns.
* Email prospects to qualify the lead; identify decision-makers to begin the sales process. Helping drive business requirement discussions with clients to identify how Softdel's services can help them achieve business objectives.
* Work directly with stakeholders regarding industry trends and plan lead generation initiatives' direction.
* Manage and drive lead generation team.

**Essential Skills:**

* B.E. / B.Tech., MBA/PGDM in Marketing preferred.
* Ability to build collaborative partnerships: Work with various internal and external stakeholders to drive effective product marketing strategy. Target Oriented & Team Player. Positive attitude & Go-getter

**Desired Skills:**

* Good knowledge of lead generation through Google, LinkedIn Sales Navigator, Facebook, Twitter
* Hands-on Salesforce CRM.

Regards,

HR Team – Softdel Systems

Email: - [careers@softdel.com](mailto:careers@softdel.com)

Website: - [www.softdel.com](http://www.softdel.com)