**Key Responsibilities:**

To raise awareness of company’s brand, products and services and generate good quality sales leads to support the achievement of company revenue targets. This will be achieved through assisting with marketing campaigns, cold calling, using internal CRM systems and supporting the Business Development Team with research, creating proposals, presentation, arranging pre-sales meetings, etc.

* Assist and support in the creation of “interest” in company’s brand, products and services.
* Be the single point of contact with our partners and co-ordinate the alliance relationship.
* Own and cultivate the “interest” into prospects and customers.
* Create, qualify and maintain the sales leads and discussion in a shared repository
* Use the in-house CRM system to record, process and manage the sales leads
* Distribute targeted promotional material.
* Assist and support email and webinar campaigns
* Own, assist, support and coordinate sales events and meeting.
* Assist and coordinate the development and use of marketing/sales collateral, websites, blog etc.
* Provide sales support to the company’s personnel engaged in the Business Development with items such research, creating proposals, presentation, arranging pre-sales meetings, etc

**Requirements**

**Key Skills and Experience:**

* 3-5 years’ business development / lead generation experience.
* Fast learner, self-reliant, with strong organisational, planning and execution skills.
* Must have an aptitude for IT and be able to grasp concepts and systems very quickly.
* Experience of working with organisations with ERP systems (SAP preferred)
* Demonstrable experience or good awareness of CRM systems and other internet tool to assist in the sale and marketing function.
* Effective communication and interpersonal skills.
* Excellent written English and verbal communication skill
* Some experience in reviewing and collating commercial documentation
* Above average skills in using Microsoft Office products.
* Good awareness and understanding of the Source to Pay business process

**Desirable Skills and Experience:**

* Sales experience (B2B or B2C)
* B2B Marketing experience
* Proficient user of Salesforce (over 1 years user and/or administration experience)
* Some experience in the Source to Pay business process ie as a buyer, managing contracts, working in accounts payable, master data, .. etc