

<b>Designation</b>	Manager – Demand Generation
<b>Business Unit</b>	Techno Creative Solutions
<b>Location</b>	Mumbai
<b>Experience</b>	2-5 years
<b>Qualification</b>	Bachelor's or Masters in Business Administration Marketing or Sales

## About Us

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Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating the supply chain and managing their business of content better. PFT works with major M&E companies like Channel 4, Turner, PBS, The Walt Disney Company-owned Star TV, Hearst, CBS Television Studios, The Walt Disney owned-20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI and Indian Premier League. PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services.

For more information visit [www.primefocustechnologies.com](http://www.primefocustechnologies.com).

## Role

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- Work area: Sales & Business Development – Techno Creative Solutions
- Employment type: Regular Full Time

## Responsibilities

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- Generate new leads/meetings via outbound calls and emails while ensuring BANT criteria is met for all prospects to acquire new customers and nurture existing one
- Work closely with the field sales team to align demand generation efforts with the regional sales priorities
- Work on generating demand/leads/meetings for ad hoc campaigns to support multiple road shows and tactical sales campaigns
- Update & management of the prospect databases with periodic updates
- Handle demand gen team's monthly scheduled reports which include pulling data, organizing reports, and writing up analysis
- Attend and participate in team meetings and stakeholder meetings

## Qualifications & Desired Skills

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- Management degree required, preferably in sales & marketing
- 2+ years in lead generation, cold calling, or sales management
- Comfortable with ambiguity and able to adapt to rapidly changing business environment
- Proactive problem solving and self-starting individual
- Must be flexible & tenacious
- Analytical with the ability to think strategically
- Able to prioritize work and handle multiple projects simultaneously
- Ability to communicate effectively both verbal & written
- High level of interest in the advertising industry
- Strong computer skills, specifically with excel, outlook, power point & SFDC