

Join our team as a

B2B LEAD GENERATION CONSULTANT

To provide sales and marketing support in building a pipeline of leads to meet the organisation's revenue growth targets and business objectives. Responsible for generating leads through various multi-channel marketing tactics. This role plays a crucial part in the early stages of the sales funnel, as it's focused on identifying and capturing the interest of businesses that might be interested in our company's software solutions.

Why Bitventure ?

At our core, we are driven by a powerful vision; to foster sustainable businesses by mitigating risks and boosting revenue. We are the catalyst for innovation and proudly embody the spirit of "Intelligence in Action". Our recent accolade, the Digital Transformation Award at Africa Tech Week, speaks volumes about our commitment to excellence.

What's in it for you?

An environment where success is not just encouraged, but inevitable :
Digital Transformation Industry Leader
Diverse and collaborative culture
Professional growth opportunities
Meaningful work
Competitive Remuneration and Recognition

What are we looking for?

- Excellent English communication skills with the ability to communicate with C-Level Suite
- Excellent persuasion, persistence, advocacy, and networking skills
- Familiar with inbound and outbound marketing techniques, digital marketing, content marketing, and social media marketing.
- Solid B2B sales/leads generation track record.
- Proficient in MS Office and CRM
- Strong project management, organisation, and time management skills
- Results-driven mindset and the ability to meet or exceed lead generation targets.
- Teamwork and collaboration
- Strong Knowledge of Company products
- Studying towards a Diploma or Degree in Business, Marketing or related would be advantageous.
- 2 - 5-year(s) experience in Lead Generation

What you'll do

- Collect and maintain accurate data on potential leads, including contact information, demographics, and specific needs or interests.
- Research and identify potential leads through various channels, including online research, email marketing, cold calling, social media outreach, industry-specific databases, networking events and partnerships.
- Ensure effective Lead Qualification process by assessing the suitability of leads by evaluating their interest, needs, and potential to become paying customers.
- Work closely with sales and marketing teams to align lead generation strategies with overall business goals.
- Plan and support the execution of lead generation campaigns.
- Research and maintain lead generation database.
- Build and maintain relationships with leads through consistent communication, addressing their questions or concerns, and providing valuable information.
- Conduct customer research, to identify and understand target customer audience needs.
- Continuously stay informed about industry trends, new lead generation tools, and emerging best practices to ensure that the lead generation strategies remain up-to-date and effective.
- Develop and implement lead nurturing campaigns that keep potential customers engaged and informed.
- Participate in the preparation of proposals and / or sales presentations.
- Provide accurate and timely progress reports to management on lead generation activities and track conversion rates, successes, and areas for improvement.