

Join our team as a

# CLIENT ACQUISITION CONSULTANT

Fintech | Software Solutions

As a member of our team, you'll have the opportunity to implement lead generation efforts and contribute directly to the growth and success of our company. Furthermore, you will collaborate with talented, creative and passionate teams, to develop compelling campaigns, proposals and initiatives that resonate with our target audience. If you're passionate about driving business growth, thrive on collaborating with dynamic teams and making a meaningful impact in the fintech industry, we eagerly invite you to join us as a Client Acquisition Consultant.

## 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 in 2023, the Digital Transformation Award at Africa Tech Week, speaks volumes about our commitment to excellence.

## WHAT'S IN IT FOR YOU?

Enter an environment where success is not just encouraged, but inevitable. As a Digital Transformation Industry leader, we offer career growth opportunities as we continue to scale and innovate. Experience a diverse and collaborative team, with competitive remuneration and recognition for your contributions.

## WHAT ARE WE LOOKING FOR?

- Grade 12, and an advanced certificate (NQF level 5)
- At least 1-3 years' experience in account management
- Proven experience in leveraging various marketing techniques to generate leads
- Solid B2B sales/leads generation track record
- Strong knowledge of company products, market trends and opportunities to sell
- Inbound and Outbound sales and marketing skills/ Cold calling skills
- Good writing and reporting skills, with the ability to prepare initial product proposal documents
- Good knowledge of social networks
- Initiative and eagerness to continuously improve, and develop oneself

## WHAT YOU WILL DO

Lead generation and quality - Following established marketing protocols to generate new leads, follow an efficient Lead Qualification process by evaluating leads based on their interest. Utilise lead scoring and qualification criteria to assess lead quality and readiness. Build and maintain relationships with leads through consistent communication, addressing their questions or concerns, and providing valuable information.

Proposals and campaigns Development - Collaborate with marketing to assist with content marketing materials, lead nurturing campaigns and proposals and / or sales presentations.

Administration oversight and reporting - Provide accurate and timely progress reports to management on lead generation activities and track conversion rates, successes, and areas for improvement, ensure the proper updating of various software systems.