

Market Development Representative



Phone :

Web :

Job Summary

Vacancy :

Deadline : Sep 02, 2024

Published : Aug 02, 2024

Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Who You Are

As a new grad in the Market Development Representative role, you will be at the forefront of our demand generation efforts. Working alongside our Business Development team and Growth team, you'll assist in obtaining and logging data to aid demand creation and capture. You'll have an amazing opportunity to kick-off your sales and marketing career in a growing tech company and receive mentorship from seasoned sales professionals.

What You'll Be Doing (Responsibilities)

- Leverage our tools and tech stack to research potential clients
- Proactively reach out to prospects and other contacts within the industry using LinkedIn
- Comfortable making cold callsHelp build the Cardata community by enhancing data within our CRM
- Track activities and maintain detailed notes in our CRM (HubSpot)
- Stay up-to-date with new products and services offered by Cardata
- Assist the Business Development Team Lead with any special projects or initiatives
- Assist with intent and engagement reporting across online channels
- Support effective targeting by relaying prospect research findings across the Growth team

What You'll Bring (Qualifications)

- Exceptional written and verbal communication skills
 - Highly motivated self-starter, with the confidence to cold call
 - Strong critical thinking, interpersonal and relationship building skills
 - Highly organized, able to effectively manage time and juggle multiple priorities
 - Enthusiastic about pursuing a career in sales
 - Understanding of sales performance metrics
 - Experience navigating LinkedIn and other platforms relevant to the industry
 - Experience with strategic sales call reviews and executive summary reporting to form strong narratives and insights
 - Ability to post and catalog media across online platforms; formatting media for different use cases
- This role is a 6 month short term contract role. It is ideal for a new grad looking to gain experience

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
