

Job Title: Digital Sales Specialist

Start Date: Immediate

Location: India (remote)

Job Description:

As a Digital Sales Specialist, you will have a unique and hybrid role that combines content creation with sales responsibilities. Your primary focus will be on developing and engaging digital content across various platforms to attract and engage potential customers. Additionally, you will actively participate in sales activities, driving revenue growth, and converting leads into customers. Your creative skills in content production and your sales acumen will be instrumental in enhancing the company's online presence and achieving business goals.

Start Date: Immediate

Key Duties and Responsibilities:

Content Creation: (40%)

- Develop and produce creative and compelling digital content, including but not limited to videos, graphics, blogs, social media content, and website materials.
- Craft persuasive and customer-focused messaging to highlight the company's products or services and communicate their value to the target audience.
- Collaborate with the management team to align content with overall marketing strategies and brand guidelines.
- Stay updated with industry trends and best practices in digital content creation to ensure innovative and relevant content delivery.
- Use data-driven insights to optimize content, sales approaches, and marketing strategies for better results.

Sales Specialist: (60%)

- Identify and prospect potential clients through existing data, networking, and lead-generation activities.
- Engage with leads and prospects to understand their needs, provide product/service information, and address inquiries.
- Develop and deliver sales proposals and product demonstrations to showcase the value proposition and benefits of the company's offerings.
- Negotiate and close sales deals, ensuring that customer needs are met while achieving sales revenue targets.
- Build and maintain strong relationships with existing clients, providing ongoing support and identifying upsell or cross-sell opportunities.

Qualifications and Requirements:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Minimum three years of proven experience in website development, digital content creation, and customer relationship management.
- In-depth knowledge of the WordPress core, including hooks, actions, filters, and template hierarchy
- Strong creative skills and ability to produce engaging digital content
- Proficiency in adobe photoshop, content creation tools, social media platforms, and CRM software.
- Excellent written and verbal communication skills in English
- Verbal communication skills in Hindi are an added advantage
- Familiarity with digital marketing channels and techniques.
- Knowledge of sales principles and best practices, including lead generation and customer relationship management.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Strong organizational skills, self-motivation, and the ability to work independently
- Flexibility and adaptability to handle multiple tasks and responsibilities.
- Willingness to travel across India and the Middle East (annually) to attend trade fairs, training, and key customer meetings.
- Willingness to acquire additional skill sets when necessary

Probation Period:

The probationary period for this position will be six months from the date of joining. The probation period serves as a mutual evaluation period, during which the employee's performance, skills, and adaptability to the role will be closely observed. Likewise, the candidate will have the opportunity to assess their comfort level and alignment with our organization's culture and work environment.

Remuneration:

You will be on the payroll of Mikas Middle East FZE, United Arab Emirates as a full-time remote employee for two years, with the option to renew on mutual agreement. Your remuneration will be transferred from the UAE company bank account to your personal Indian bank account. The package is designed to reflect your skills, qualifications, experience, and the specific responsibilities of the role. The package consists of a combination of fixed and variable components to ensure both financial stability and recognition of your performance.

Fixed Salary: You are eligible to receive a monthly salary of INR 50,000 (fifty thousand). This fixed component guarantees a steady income regardless of the amount of work performed.

Performance-Based Incentives: In addition to the fixed salary, you are eligible for quarterly performance-based incentives with a minimum earning potential of two to four times of your monthly salary with no upper limit. These incentives will be tied to predefined key performance indicators (KPIs) or goals, which may include meeting sales targets, achieving project milestones, or demonstrating outstanding productivity.

Benefits Package: As a valued remote employee, you will be eligible for health insurance, gym membership, transportation allowances, and paid international holiday each year.

Flexible Work Arrangements: Remote work often comes with flexible work arrangements. You may have the option to set your work hours (48 hours/week), allowing for better work-life balance and increased productivity.

Work Equipment and Allowances: To support your remote work setup, the company may provide you with the necessary equipment (e.g., laptop, mobile phone) and allowances for internet connectivity or other work-related expenses. The company will provide you with the necessary tools and software to facilitate seamless communication and collaboration with team members and supervisors.

Career Development Opportunities: The company is committed to fostering your professional growth. You may have access to training sessions, webinars, and resources to enhance your skills and knowledge.

Employee Support and Engagement: Even though you work remotely, the company values your well-being and engagement. Employee assistance programs, virtual team-building activities, and regular check-ins will be in place to ensure you feel connected and supported. The company provides short-term loans or salary advances to employees in times of financial need after the completion of the probation period.

Annual Leaves: The employee is eligible to take annual leaves upon completion of the probation period while maintaining productivity and work-life balance. Medical, National, and festival holidays will be additional to the annual leaves. The company is flexible in the leave policy and provides you with the opportunity to take time off for rest, relaxation, and personal commitments while maintaining a healthy work-life balance.

How to Apply:

Interested candidates are invited to submit their updated resume along with a cover letter detailing their interest in this position and how their skills align with the job requirements. Please send your application to sales@mikas.ae

We are excited to hear from you!

Best Regards,
Mikas Middle East FZE