

RAMANUJAN COLLEGE
Accredited Grade 'A++ (3.71)' by NAAC
(University of Delhi)
C.R. Park Main Road, Block H,
Kalkaji, New Delhi-110 019
ISO 9001:2008 Certified Organisation



रामानुजन महाविद्यालय
नैक द्वारा मान्यता प्राप्त ग्रेड ए++ (३.७१)
(दिल्ली विश्वविद्यालय)
सी आर पार्क, मुख्य सड़क, ब्लॉक एच,
कालकाजी, नई दिल्ली- ११००१९
आई एस ओ ९००१:२००८ प्रमाणित संगठन

NOTICE
PLACEMENT & CAREER DEVELOPMENT CELL
DeltaX
Placement Notice

Date- 5th July 2023

Notice No: 230709

About the Company

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally plan, design, buy, track, attribute and report ad campaigns across search, social media, display RTB, Mobile, Video and other media channels. Founded in 2012, the platform serves as the pioneer in the Advertising Technology Industry. The cutting-edge technology has empowered digital marketing teams across the globe with deep insights, automated ROI based spends optimization, activating award winning technology- driven campaigns.

Website: <https://deltax.com/>

Profile:

- 1) Growth Specialist
- 2) Marketing Specialist
- 3) Product Specialist

Eligibility: B.Com, B.Com (H), BMS | 2024 Batch

CTC: INR 12 Lakhs over 2 years for all profiles

Job Location:

- 1) Growth Specialist- Bangalore, Mumbai and Delhi
- 2) Marketing Specialist- Bangalore
- 3) Product Specialist- Bangalore

Roles and responsibilities:

- 1) Growth Specialist
 - Understanding the product offering, sales narrative and the target customer/ company profile.

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- Action leads, identify opportunities, introduce the product to prospects, ascertain client needs and build commercial proposals.
- Setup solutions discovery meetings/ demos along with internal experts as required.
- Research and reach out to relevant decision makers at the target companies via phone call, emails, LinkedIn, etc.
- Respond to inbound enquiries from assigned market(s) and vertical.
- Manage the existing sales pipeline, follow through on the opportunities to deal closures and client onboarding.

2) Marketing Specialist

- Understanding the product offering, sales narrative and the target customer/ company profile.
- Work closely with the product and sales team to understand the solutions offered, key messaging and value proposition to translate technical details into benefits for the user.
- Create marketing material like sales documentation, product videos, websites, email marketing, product descriptions and blogs by liaising with internal teams and external service providers as needed.
- Continuously improve by capturing and analyzing the appropriate social data/ metrics, insights and best practices, and then acting on the information.
- Craft effective messages for the Digital presence of the brand – social media posts, blogs, banner advertising, paid social etc.
- Craft compelling messages across marketing channel (landing pages, ad campaigns).

3) Product Specialist

- Collaborate with multiple stakeholders such as sales and customer success to understand the problems and requirements.
- Analyze the problems & requirements to come up with the best solution through research and insights.
- Plan & prioritize the solutions/features based on business requirements and effort estimates to achieve the product goal efficiently.
- Come up with detailed prototypes and written docs to communicate the solution to the engineering team.
- Work with the Engineering team & other stakeholders closely to ensure the solution developed is matching the expectations.
- Participate in Pre-Sales Activities like Product Demos to Customers / Prospects. Support Live Support Team in functional analysis of critical issues.
- Track any bugs reported/features requested, coordinate with internal teams to ensure all the issues/requests are resolved within the set SLA and manage expectation.

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Skills and Competencies required:

1) Growth Specialist

- Excellent oral and written communication skills with a high level of business acumen.
- Must be able to thrive in a fast-paced environment and be motivated to take on a new challenge.
- Demonstrated ability to take initiative and work independently as well as in a team environment.
- Must be Proactive, Organized and Results Oriented with a strong sense of ownership.
- Culture sensitivities as you will likely be interacting with prospects in different market(s).
- Experience in Inside Sales or Direct Sales or Channel Sales is an advantage for the role.

2) Marketing Specialist

- Must be able to thrive in a fast-paced environment and be motivated to take on a new challenge.
- Excellent oral and written communication skills with a high level of business acumen, keen eye for detail and creativity.
- Demonstrate ability to take initiative and work independently as well as in a team environment.
- Must be Proactive, Organized and Results Oriented with a strong sense of ownership.
- Experience in b2b marketing, customer acquisition efforts via email, social, blog and similar channels for global tech products will be a plus.
- Have the appetite to understand how enterprise platforms and technology stacks work.

3) Growth Specialist

- Good communication and stakeholder management skills.
- Enthusiasm for solving complex problems.
- Ability to think through scenarios and create user experience flows and prototypes.
- Visual design skills and knowledge of prototyping tools such as Figma, Adobe XD, etc.
- Open to giving/receiving critical feedback and working on them.

Note:

Hiring Process:

- Online (video) / Offline Campus Drive with pre-placement presentation on the date.
- Online screening round after the pre-placement presentation.
- Assignment Round.

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- Shortlisted students invited for Online Interview.
- Selects made an offer to join.

Apply at: <https://forms.gle/kkNGqfvzocwNMvrdA>

Last Date to Register: 7th July 2023

Note: If you are applying for this Placement/Internship Drive, then it is compulsory for you to attend the interview session, if not then you will be **BLACKLISTED**, and won't be able to appear for any further Placement Drives. We at Placement and Career Development Cell work hard to invite companies at the campus to recruit students, but with this behaviour, companies deny to connect with us in further drives.

If your issue is genuine, mail us at placement@ramanujan.du.ac.in explaining why you didn't attend the session.

If your reason would be genuine your name will be withdrawn from the BLACKLIST.