



<b>Position</b>	<b>Demand Management Specialist</b>
<b>Job Description</b>	<ul style="list-style-type: none"><li>• Identifies potential database / process enhancements that will improve the demand generation and lead management process</li><li>• Regularly serves as coach or mentor to other team members</li><li>• Assists leadership to implement process or procedure improvements for team</li><li>• Defines and refines data architectures and folder structures to support email, lead capture and management, opt-in marketing, lead scoring and marketing ROI reporting</li><li>• Ensures all systems and procedures support meeting legal requirements for opt-in marketing, content presentation and related topics globally</li><li>• Creates targeted marketing lists using all internal data sources, supplementing with external sources as needed</li><li>• Establishes and coordinates consistent global demand planning and lead management processes</li><li>• Participates in the identification of any gaps or opportunities for the optimization of lead flow</li><li>• Develops methodology for conducting audits of acquired-company marketing processes covering list management, opt-in practices, lead capture and management, forms processing, integration with entitlements and / or CRM systems, and role of their website in marketing programs</li><li>• Designs, monitors and enhances roles and procedures to support smooth operations, advancement of performance vs. metrics and troubleshooting for campaigns</li><li>• Develops and maintains procedures around email and marketing automation processes.</li></ul>
<b>Skills Required</b>	<ul style="list-style-type: none"><li>• Strong customer service skills - including the ability to handle difficult customer issues in a professional manner, respond to customer needs in a timely manner and identify customer needs</li><li>• Strong ability to demonstrate initiative and good judgment in resolving issues affecting customer</li><li>• Advanced research and analytical skills</li><li>• Strong Data Analytics Skills -- Excel, Access, Tableau and/or SQL coding skills</li><li>• Strong attention to detail and accuracy</li><li>• Excellent Written and Spoken English Skills</li><li>• Strong communication skills (written and verbal) with attention to a high level of tact, diplomacy and confidentiality. Highly influential.</li><li>• Solid project management and time management skills</li></ul>
<b>About IHS</b>	<p>IHS Inc. (IHS) provides information, expertise and analysis to support the decision-making process of businesses and governments in key capital-intensive industries, such as aerospace, defense and security; automotive; chemical; energy; maritime and trade; and technology industries.</p> <p>For more details, please refer: <a href="https://www.ihs.com/about/index.html">https://www.ihs.com/about/index.html</a></p>

Qualification	Bachelor's degree in computer science, science or engineering related field (such as chemical, mechanical, electrical, industrial, materials)
Location	Bangalore
Compensation	Competitive, as per industry standards
Work Experience	5-10 years of relevant experience
Contact Person	Interested candidate may send their resume before 9 <sup>th</sup> Jan on " <a href="mailto:vangaalgaurav@gmail.com">vangaalgaurav@gmail.com</a> "