CRM Administration & Lead Generation Assistant
Internship (6 months) – Sydney, Australia

We are looking for a motivated, reliable and pro-active student to join our Partnerships & Outsourcing Services team for a 6-month internship in our Head Office in Sydney from the beginning of February 2020.

The CRM Administration & Lead Generation Assistant is responsible for supporting and maintaining our CRM activities in order to generate leads from new businesses or existing clients to support Polyglot Group’s consultants and management. The ideal candidate will be a highly motivated self-starter, able to understand Polyglot Group’s solutions and to identify new business prospects from multiple sources including inbound marketing leads, prospect lists and individual research. A dynamic personality with a drive for business analysis is essential!

Lead Generation Definition: Lead Generation is the process of attracting and converting potential clients/prospects who might have or has indicated interest in Polyglot Group solutions. Examples: a company opening a new office, a company raising money to develop a new project, a company advertising for a role on social networks, etc.

Who are we?

Polyglot Group is a leading global boutique consultancy dedicated to helping businesses expand & optimise their operations both locally & across borders.

What will be your responsibilities?

The CRM Administration & Lead Generation Assistant, reporting to Alex Kohn - Partnerships Manager, is expected to:

- Consult with each department within the organisation (Talent Acquisition, HR Outsourcing, Payroll Outsourcing and Business Setup) to understand their respective activities and best assess relevant leads.
- Conduct daily market review / research to identify possible leads:
  - Read daily business newspaper and specialised news (chambers of commerce, trade commissions, specialised LinkedIn groups etc.)
  - Consult daily Ad Chase (Seek, LinkedIn) + investigate website career sections of -previously approached companies (if possible, create job alerts) search
  - Register to companies’ newsletters, newspapers and other organisations (ASX and financial institutions announcements, results of tenders etc.)
  - Follow-up of new members joining chambers of commerce
✓ Participate to regular targeted networking events: chambers of commerce, Meetup.com or www.eventbrite.com.au, conferences, etc.
✓ Create search list and alerts on job boards (identify professionals who changed jobs, newly created companies, etc.)
✓ Follow-up of candidates previously placed by Polyglot Group
✓ Search for Polyglot’s previous clients such as HR, Line Managers, etc with whom we lost track of.
✓ Identify business opportunities through international conferences taking place in Australia

- **Share leads** with consultants and/or establish contact via telephone, email and/or social media to identify appropriate decision makers. Additional tasks may also be performed such as background research on the lead's company, general market of the lead or any relevant additional information for contacting and evaluating a lead.
- **Coordinate customisation/reporting tasks** with our Salesforce Administrator & IT Support to help consultants in their business development activities.
- **Analyse the quality of leads** by sources and refine our lead generation strategy; manage leads and prospects data in CRM used to monitor activity ensuring all communications are logged, information is accurate.
- Coordinate **weekly/monthly performance analysis & reporting** in Salesforce in collaboration with the different management teams.
- **Analytical content creation and dedicated landing pages** in collaboration with the marketing team & other departments.
- **Referral partners’ coordination** with the Partnerships Manager.

**What’s on offer?**

- Fast growing company still with a strong family culture.
- Opportunity to work on business development and international projects (Europe, Africa, Asia, South America, Australia).
- A chance to evolve in a multicultural, friendly and fun environment with people from all over the world.
- Internship allowance ($800 net AUD/month).
Who are we looking for?

- Student in Bachelor/Master Degree in **Business, Communications** or related field
- Experience in the **Lead Generation** and/or the **Talent Acquisition industry** preferred
- Telemarketing and/or inside sales experience welcomed
- Demonstrated ability to meet and/or exceed determined sales and activity quotas
- Creative, able to come up with new ideas and solutions
- Excellent written and verbal communication skills
- Proficient in MS Office products (Excel, Word, MS Outlook, MS PowerPoint)
- Experience with **Salesforce** or another CRM software preferred.

If you are interested in getting involved in our growing team and demonstrating your abilities, **send your resume and a cover letter via [http://bit.ly/LeadGenerationCRM](http://bit.ly/LeadGenerationCRM).**

*This is a mentoring internship and the successful candidate must provide an agreement from his/her college/university.*

Polyglot Group have other internships in Recruitment & Human Resources either in Australia, Spain, USA, France or South Africa! Do not hesitate to apply from our website.