



THE PREMIUM CLOUD

## JOB DESCRIPTION

<b>JOB TITLE</b>	BUSINESS DEVELOPER – TELEMARKETING B2B
<b>ORGANISATIONAL FUNCTION</b>	MARKETING
<b>REPORTING TO</b>	CHIEF MARKETING OFFICER
<b>WORKPLACE</b>	MILAN

<b>OVERVIEW</b>
<p>At WIIT, we are focused on making a difference for our customers. We are a leading Hosted Private and Hybrid Cloud service provider for companies with critical environments management and business continuity needs. Everything we do aims at creating value and this can be accomplished only by putting our people at the centre and valuing their work and skills. Reliability, ethics and innovation are our ingredients for success.</p> <p><b>Join us to make a difference!</b></p>

<b>MISSION</b>
<p>To contribute to the commercial development of the Company and to the diffusion of the WIIT brand by creating effective relationships with prospects and by generating business via telephone and online tools. He/she will be a part of the marketing team and may therefore be involved in the management of customer engagement activities functional to business development (events, participation in trade fairs, etc.).</p>

<b>RESPONSIBILITIES AND ACTIVITIES</b>
<ul style="list-style-type: none"><li>• Making appointments with prospects for the sales network;</li><li>• Support customer engagement activities (e.g. events, webinars);</li><li>• Analysing indirect sources useful for the identification and selection of potential new prospects;</li><li>• Monitor the sales funnel and measure its effectiveness;</li><li>• Management of the company website, pages and social profiles.</li></ul>

<b>EXPERIENCE</b>
<p>At least one year's experience in the role or in selling services.</p>

<b>QUALIFICATION</b>
<p>Degree in economics, management or humanities. A postgraduate specialisation in marketing is a plus.</p>

<b>SKILLS AND KNOWLEDGE</b>
<ul style="list-style-type: none"><li>• Excellent knowledge of the MS Office package, especially MS Excel and MS Power Point</li><li>• Good knowledge of effective communication and writing techniques</li><li>• Good knowledge of the English language</li><li>• Knowledge of the principles of marketing automation and familiarity with the use of platforms (e.g. hubspot) are a plus</li></ul>

**WIIT SpA - Sede Legale Amministrativa e Direzione Generale:**

Via dei Mercanti, 12 - 20121 Milano - Tel. +39 02 366 075 00 - Fax: +39 02 366 075 05 - Capitale sociale € 2.802.066 i.v. - CF / PIVA 01615150214 - REA Milano n. 1654427

[wiit.cloud](http://wiit.cloud) | [info@wiit.cloud](mailto:info@wiit.cloud)

**Sede operativa  
di Milano:**

Via Muzio Attendolo detto Sforza n. 7  
20141 Milano

**Sede operativa  
di Roma:**

Via Ercolano Salvi 12/18  
00143 Roma

**Sede operativa  
di Castelfranco Veneto:**

Piazza della Serenissima 20  
31033 Castelfranco Veneto (TV)

**Sede operativa  
di Cuneo:**

Via della Magnina 1  
12020 Cuneo

**Sede operativa  
di Carpi:**

Via delle Mondine 6/8  
41012 Carpi (MO)



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#### APTITUDES

- Excellent dialectics and strong interpersonal skills
- Ability to work autonomously, in an organised way but at the same time to collaborate in a team
- Reliability and sense of responsibility towards objectives
- Result orientation

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