

## **JOB DESCRIPTION – SALES AND MARKETING EXECUTIVE**

### **About HackIT**

HackIT Technology and Advisory Services is an IT/Cyber Security company, operating since 2009. HackIT is an Indian Computer Emergency Response Team, CERT-IN ([www.cert-in.org.in](http://www.cert-in.org.in)) empaneled provider for IT Security Audit Services. HackIT provides a broad range of security consulting and advisory services to a diverse group of clients, including government organizations, corporations, Military establishments, financial institutions and start-up, to name few. Our work spans multiple sectors and industries, including Telecommunications, Defense and Military, ITeS, Financial Services, Aviation, Hospitality, Healthcare and Research. We work end-to-end—from diagnosis to delivery of lasting impact — together generating tangible results that are improving the security posture of organizations worldwide.

We are looking for passionate Information Security Professionals to help us keep growing. If you're excited to be part of a winning team, HackIT Technology & Advisory Services is a perfect place to get ahead.

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|------------------|---------------------------------|
| <b>Job Title</b> | • Sales and Marketing Executive |
| <b>Location</b>  | • Kochi                         |

### **Job Overview**

We are looking for a detail-oriented Sales and Marketing Executive to drive business growth, expand market presence, and promote our cybersecurity services. The role requires a strategic thinker with strong sales and marketing expertise to generate leads, engage clients, and enhance brand visibility.

### **Job Responsibilities**

- Develop and execute data-driven sales strategies for cybersecurity services across enterprise, government, and mid-market sectors.
- Identify, engage, and convert potential clients through prospecting, outreach, and relationship building. Deliver impactful service demonstrations, presentations, and customized proposals (including Tenders/RFP responses).
- Manage the complete sales cycle from lead generation to contract closure, onboarding documentation, NDAs/MoUs, and post-sales support.
- Create and run targeted marketing campaigns, digital marketing activities (LinkedIn & industry platforms), and lead-generation initiatives.
- Prepare technical and commercial proposal documents, track sales/marketing KPIs, and ensure invoice & payment coordination.

- Maintain strong client engagement with a consultative approach, understand security needs, and recommend tailored solutions.
- Conduct market research, track competitors, and collaborate with technical teams to build market positioning.

### **Mandatory Skillsets**

- Strong understanding of cybersecurity service offerings (e.g: VAPT, Red Teaming, Incident Response, Governance & Compliance).
- Proven B2B consultative sales ability with experience in end-to-end client management and negotiation.
- Expertise in technical proposal writing, tender/RFP responses, and contract documentation.
- Proficiency in digital marketing, content development, and lead generation using platforms like LinkedIn and industry forums.
- Excellent communication, presentation, and relationship-building skills with data-driven decision making.
- CRM knowledge, market research capability, and ability to translate technical needs into business value.

### **Qualification & Certifications**

Graduate/Post Graduate in Business Administration, Sales or relevant field.

### **Experience**

1 to 3 years in business development/sales and marketing.

Send your updated profiles to [careers@hackit.co](mailto:careers@hackit.co)