



## **About Keka**

Keka has been a silent revolution in the making from our launch 7 years ago. Our steadfast focus on building an employee-centric HR platform was well received by more than 3500 businesses across India and the world. Today we are India's #1 platform in the segment with the greatest number of new customers adopting the platform. All with zero advertising spend and pure customer love. We are an organization built by our employees. The passion and the extreme ownership that our people bring to the table are contagious. We don't hide and we aren't afraid to ask for help. When we fail, we learn, adapt, and do better in the future. This open culture encourages our people to innovate, regardless of their function and across departmental boundaries.

We're looking for a result-driven SDR to actively seek new business opportunities, and engage and build relationships with potential customers. You will provide complete and appropriate solutions/options for every potential customer to boost top-line revenue growth, customer acquisition levels, and profitability.

## **Responsibilities – Market Research Analyst (Intern)**

1. Carry Out quantitative and Qualitative Research about market trends on HRMS domain to generate potential prospect details.
2. Identifying opportunities and Research Prospects.
3. Collect data on competitors and consolidate into actionable items.
4. Ability to interpret large amounts of data and to multi-task.
5. Liaising with managers to ascertain the business objectives and to what needs to be achieved.
6. Improve systems by studying current practices, identifying problems, designing modifications.  
and introducing improved, structured procedures to ensure better Work quality.
7. Familiarity with each step of the sales funnel.
8. Use online market research and catalogue findings to databases.
9. Provide support as needed in the various departments, including reporting, data-entry, presentation creation, strategic planning as needed.
10. Meet performance goals and objectives set by upper management and determined upon accepting the position.
11. Understand business objectives and design research methods to discover prospective customers' preferences.
12. Carry Out quantitative and Qualitative Research about market trends on HRMS domain to generate potential prospect details.



## Requirements

1. Adequate knowledge of data collection methods (polls, focus groups, surveys etc).
2. Clarity of thought and excellent learning potential.
3. Elementary knowledge of LinkedIn is preferred.
4. Excellent knowledge of MS Excel and Familiarity with CRM HubSpot.
5. Exposure to tools like LinkedIn Sales Navigator, DiscoverOrg, ZoomInfo, etc.
6. Stipend (Internship duration) – **15k**
7. Selected candidates will have to go through **6 months – 12 months** of internship and post successful internship he/she will be absorbed as a full-time employee for CTC of **3.0 – 3.5 LPA.**
8. Bond: The candidates need to sign a **Service Agreement** for **18 Months** after they join us as Full-Time Employees (After the completion of Internship /Probation Period).
9. Location – Offline Hyderabad.