

Demand Generation Lead

Description

We are looking for a dynamic and detail-oriented Demand Generation Lead with 5 years of hands-on experience in B2B lead generation. The ideal candidate will play a key role in building and qualifying lead pipelines, researching ideal customer profiles, and supporting sales outreach campaigns. You will work closely with our Sales and Marketing teams to contribute directly to revenue goals.

Responsibilities

- Conduct prospect research using LinkedIn, Sales Navigator, company websites, and contact databases.
- Run outbound lead generation activities through emails, LinkedIn, and other platforms.
- Qualify inbound and outbound leads based on defined criteria and hand them over to Sales.
- Maintain accurate lead data and activity tracking within CRM tools (e.g., HubSpot, Salesforce).
- Stay up to date with industry trends, competitors, and lead generation best practices.

Qualifications

- 5 years of experience in B2B lead generation, preferably in L&D, HR, or edtech space.
- Experience using tools like LinkedIn Sales Navigator, Lusha, HubSpot.
- Familiarity with CRMs and email automation tools is a plus.
- Basic understanding of lead qualification frameworks.
- Strong written and verbal communication skills.
- Attention to detail, curiosity, and a proactive, self-starter mindset.

Preferred Qualifications:

- Bachelor's degree in Marketing or Business.
- Exposure to account-based marketing or intent-based targeting is a bonus.
- Comfortable working in a fast-paced, target-driven environment.

Equal opportunity statement

ansrsource provides equal employment opportunities to all team members and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, caste, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. We respect and support diverse cultures, backgrounds, talents, and perspectives. We believe embracing diversity and creating an inclusive environment will help us grow and succeed as an organization and better serve learners, who are the ultimate audience for all we create.

Hiring organization

ansrsource

Employment Type

Full-time

Job Location

Hybrid in Bangalore, Bangalore

Date posted

January 8, 2026