

**Designation:** B2B Sales Officer  
**Location:** Lahore  
**Apply:** [hr@pinkribbon.org.pk](mailto:hr@pinkribbon.org.pk)

**Requirements:**

- ✓ Minimum BS Hons in Business Administration, Sales and Marketing
- ✓ Experience of minimum 3 years
- ✓ Presentable attire
- ✓ Excellent interpersonal communications skills
- ✓ Strong verbal and written communication skills
- ✓ Own transport

**Job Description:**

- ✓ Pitching hospital appeal to maximum hi-net worth individuals
- ✓ Creating fundraising opportunities through direct B2B fundraising appeal including targeted follow ups and new lead generation
- ✓ To sustain and develop a strong fundraising portfolio of the targeted audience
- ✓ Strong documentation and reporting

**Key Performance Indicators:**

- ✓ No. of individuals (HNI) turned into donors (high engagement)
- ✓ No. of leads for fundraising
- ✓ No. of meetings with potential donors