



Title: **Marketing Lead Generator**

Department: Marketing

Reports To: Department Manager

Who are we looking for?

The **Marketing Lead Generator** is an integral part of Better Life Technology's overall organization emphasizing on marketing campaigns and sales growth. This position is critical to our marketing efforts by acquiring and maintaining quality up to date data, so the right information is fed into our marketing programs, resulting in valuable leads for our sales teams.

What you will do:

The **Marketing Lead Generator** generates Better Life Technology's future customers! You will be an integral member of the marketing team, reporting to the Department Manager. This high-impact, highly visible role is responsible for both inbound and outbound lead generation. You are responsible for researching potential leads, growth of the lead database, and lead qualification, to support the sales and marketing teams. You will assist in all aspects of the process by prospecting, cultivating, and managing leads in our contact management database – from a company name to a Sales Qualified Lead. This role is both strategic and tactical, focused on acquiring and validating the highest quality leads which will feed into an ever-growing sales team.

- Learn and understand the products we offer.
- Research target companies and new prospective market opportunities. Assist in identifying key contacts/buyers. Utilize search engines, social media and other avenues to acquire appropriate data.
- Harvest, validate and qualify leads lists, 'clean' the leads, update vital lead information, and leverage digital resources to gain better understanding of prospects.
- Document lead status and track all activities in CRM following our lead management process.
- Some outbound calling required for data verification and lead generation, e-mail communication, and overall management of sales pipeline through the sales cycle.
- Send sample product to prospective leads and track shipment. Upon receipt, follow up with prospect to answer questions and move to next step in sales cycle.
- Respond to basic inquiries regarding the products Better Life Technology manufactures.
- Perform day-to-day management of leads, working closely with sales team to ensure proper follow up – fielding, qualifying, and handing off qualified leads to appropriate sales manager.

- Administer and support CRM, including but not limited to user account maintenance, reports, dashboards, workflows, and other tasks as required.
- Assist sales team in developing plans to reach target accounts. Customize messaging to appeal to key contacts and specific personas.

Required:

- A self-starter with a strong ability and desire to learn, problem solve and constantly improve.
- Focused and disciplined, with high attention to detail, to ensure accuracy and success of lead generation program.
- Must be detail-oriented and comfortable with ambiguity.
- Driven individual with proven excellent written and verbal communication skills.
- Highly proficient computer skills, especially with Microsoft Office Suite, such as Outlook, Excel, Word and PowerPoint.
- Familiar with and can easily navigate social media platforms such as Facebook, Instagram, Twitter, LinkedIn and others.
- 1-2 years of work experience in a customer centric environment.
- A basic understanding of business concepts and ethics.
- A strong passion to make the world better for people and better for business.

Preferred:

- CRM experience
- Phone experience
- Sales / Marketing experience

You'd be a great fit for this role if former colleagues would say the following about you:

- You are a team player, but also able to work independently.
- You bring new ideas to the table and help bring them to life.