



Job Description

Title: Marketing Lead Generation Specialist

Reports To: Marketing Director

Status: Non-Exempt Employment Status

About HRAnswerLink

We started with a simple idea: every organization, no matter how small, deserves great HR. At our core, we believe in helping our clients create great places to work. Because of that, we take pride in doing the same within our own company -- a collaborative, creative, and innovative team headquartered in downtown Portland. Recently recognized as one of the best companies to work for both nationally and regionally, we embrace creativity and fresh ideas and encourage each employee to make a positive impact on the company and our clients every day.

Job Summary

We are looking for a motivated Marketing Lead Generation Specialist who:

- Is resourceful, takes initiative, and is able to work independently
- Is passionate and driven to learn. Unfamiliar things are a welcome challenge
- Values collaboration, feedback, and working through problems with the team
- Has a good instinct for setting realistic timelines and proven ability to complete deliverables on-time
- Is driven and a problem-solver, who enjoys exploring and uncovering solutions related to the role
- Is passionate about marketing, research, and is detail oriented
- Is familiar with digital marketing tools and software platforms
- Is comfortable proposing new ideas and solutions

Essential Duties and Responsibilities

- Source, profile, and grade contact lists in order to prequalify leads for Sales team
- Manage contact lists and ensure integrity of list data
- Profile and grade all inbound leads
- Bring creative ideas to the table on how Mammoth can generate new leads for our sales team
- Meet aggressive lead generation numbers each quarter
- Set up digital ad campaigns and report on campaign metrics
- Set up and manage marketing projects
- Run and moderate live webinar sessions featuring internal and third-party thought leaders
- Help manage social media content
- Assist in the development of outbound marketing campaigns
- Help coordinate trade show schedules, set up, materials, and shipping
- Help source assets (imagery, stats, etc.) for various marketing materials, including email campaigns, white papers, infographics, brochures
- Other duties as assigned

Qualifications

- Bachelor's degree or equivalent experience in Marketing, Advertising, PR, Journalism or related field
- Familiarity with digital marketing practices and tools, preferably HubSpot
- Ability to multi-task and take initiative
- Hardworking and dedicated outlook
- Ability to absorb information quickly
- Ability to work effectively with others and across teams
- Familiarity with Adobe Creative Suite tools a plus
- Experience with content creation a plus

Physical Demands and Work Environment

While performing the duties of this job, the employee is regularly required to effectively communicate via telephone, video call, and email. The employee is frequently required to remain in a stationary position and occasionally required to move from one location to another, inside or outside of the office. The employee is required to constantly use computer and office productivity equipment such as a desktop computer, laptop, tablet, printer, and calculator, as well as computer software such as the Microsoft Office Suite. The employee must frequently move up to 10 pounds. The office has an open floor plan and the noise level in the work environment is usually moderate

Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at-will" relationship.

Mammoth is an Equal Opportunity Employer and complies with ADA regulations.

To Apply

Please submit your application, resume, and cover letter to our careers page at: <http://hranswerlink.com/apply-now/>