

Marketing Specialist

Open Date: Immediately

Job Title: Marketing Specialist

Reports To: Senior Marketing Specialist

Ideal Start Date: Immediate

Base Salary Range: TBD

Benefits: Health, Dental

Opportunity: LeadLife is a provider of an on-demand marketing automation solution. The marketing automation market place is a very hot and growing market – making LeadLife a very fast-paced and dynamic place to work. With a foundation of customers already in place, a large and growing market, LeadLife is looking to grow significantly in 2011.

Overview: LeadLife is seeking a Marketing Specialist that will work with customers to implement, train and support our marketing automation solution, advise and deliver best practices for campaign strategy, lead nurturing, lead scoring and more. Areas of emphasis include implementing, training, and providing on-going guidance for marketing and sales departments of LeadLife customers. The Marketing Specialist will also be responsible for outlining campaign strategy, writing email copy and managing email campaigns for LeadLife clients. Particular attention should be given to understanding marketing programs and processes – including marketing campaign strategies, lead nurturing and lead scoring techniques. This individual must possess excellent communication skills over the phone and take great pride in helping LeadLife customers become successful. This individual must be proactive – driving customer implementations and ongoing success.

Duties & Responsibilities: (Responsibilities include, but are not limited to)

- » Work with customers to successfully implement LeadLife marketing automation system
- » Help customers adapt their processes to LeadLife
- » Implement lead management campaigns for clients
- » Write email copy for clients
- » Guide customers with best practices surrounding marketing automation
- » Continue to evolve training and implementation materials and online help
- » Work with internal development team on enhancement requests
- » Drive customer references and case studies
- » Work closely with Sales Team on account management

Skills, Attributes and Experience Required:

- » 3-5 years experience in marketing communications
- » Experience in marketing/communication through multiple channels
- » Excellent customer interaction skills
- » Understand marketing metrics and ROI
- » Excellent writing skills
- » Exceptional organizational skills and detailed oriented
- » Experience in marketing technology products/services a plus
- » Strong commitment to personal excellence, self-motivated, self-starter and resourceful

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Skills, Attributes and Experience Required:

- >> Ability to work on multiple tasks, set goals, prioritize and meet deadlines
- >> Excellent understanding of Microsoft Office Products: Word, PowerPoint, Excel, Outlook
- >> A team player with a “can do” attitude
- >> Ability to overcome obstacles to achieve results
- >> Business awareness

If you are interested in applying, please submit your resume to our HR department at careers@leadlife.com.

About LeadLife Solutions

LeadLife Solutions is a provider of an on-demand lead management solution that helps drive revenue by bundling a state of the art marketing automation platform with highly-experienced marketing and sales specialists. Our specialists augment your staff with the time and expertise to build and execute marketing campaigns. With LeadLife’s flexible and intuitive software, we can help you increase the value of your lead generation dollars online/offline, qualify sales leads, shorten sales cycles and increase your marketing ROI. At LeadLife it’s not only about leveraging automation, but also delivering lead management best practices to increase marketing and sales success. For more information on our marketing automation bundled services, please visit www.leadlife.com or call 1-800-680-6292.