
Title: Senior Marketing & Sales Specialist

FLSA Status (Exempt v. Non-exempt): Exempt

Location: Houston, TX

Company Overview

People 2.0 is the leading provider of contingent workforce engagement solutions within the U.S. and globally. People 2.0 was created with the idea of helping independent recruiters, recruiting firms, RPO's, MSP's and online staffing platforms create recurring, contingent-workforce revenue streams while allowing them to focus on their core competencies.

Position Overview

The senior sales & marketing specialist will work closely with the sales leadership team to create and execute on a wide range of business development & marketing initiatives. They'll use their marketing expertise to help direct strategy while simultaneously qualifying and screening marketing leads for the sales team.

Specific Responsibilities

- Follow up and qualify contacts from web registrations, promotions, events and other marketing and sales activities to identify whether the potential customer's goals are aligned with People 2.0's product offerings
- Conduct a needs analysis and determine prospects pain points to determine how People 2.0 will speak to those needs
- Work closely with sales leaders to assist in scheduling of key client meetings, fact-finding calls and conference logistics
- Generate new sales qualified leads via direct customer engagement, including but not limited to targeted web searches in online databases and e-mail & telephone communications with prospective customers
- Review and respond to RFP's
- Creation of strategic marketing plans and market analysis
- Establishing & maintaining an adequate lead pipeline to meet the requirements of the company's sales objectives
- Track, maintain & cleanse the digital database, and enter sales and new business data into CRM
- Work closely with marketing team to aid in the execution of marketing plan/marketing campaigns
- Research & help develop fresh story ideas for the content marketing team
- Organize the preparation of presentations using marketing resource materials such as brochures, data, slides, photographs, and reports
- Collaborate with operations team on next steps in sales processes, such as demos, process walkthroughs and contract discussions
- Update job knowledge by participating in educational opportunities

Skills and Qualifications

- Bachelor's degree in marketing, business, or related field
- Minimum of 3-5 years' experience in a collaborative sales/marketing role
- Experience in the staffing and human capital consulting industry preferred
- Amazing written and verbal communication skills
- Ability to comfortably and confidently speak and present to all levels of organizations
- A results- & detail-oriented, organized, self-starter that understands the customer and takes initiative
- Demonstrated ability to meet and/or exceed determined sales and activity quotas
- Ability to work on a fast-paced team that always gets results
- Excellent MS office skills specifically in PowerPoint, Excel & Word (in that order)
- Eye for or graphic design ability a definite plus

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- Slick social media skills with expertise in LinkedIn & Twitter
- Openness & interest to learn new things and put your career into 'hyper-drive'