LEAD GENERATION SPECIALIST

Job Ref. No: #JDMPR2181

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Lead Generation Specialist
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : Sales & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for a Lead Generation Specialist in Canada. This job may require you to play a crucial role in driving our company's growth by identifying and nurturing potential clients. As a Lead Generation Specialist, you will be responsible for implementing various strategies to attract and engage prospective customers, ultimately turning them into qualified leads for our sales team. Your responsibilities will include conducting market research to identify potential clients, developing and executing targeted outreach campaigns, and utilizing a variety of channels such as email, social media, and content marketing to generate interest in our products or services. You will also track and analyze the effectiveness of your campaigns, refining your approach to maximize results. Excellent communication and interpersonal skills are essential for this role, as you will be building relationships with potential clients and acting as the first point of contact for many of them. You will need to be able to clearly articulate the value of our offerings and address any questions or concerns that prospects may have. If you are a highly motivated and results-oriented individual with a passion for connecting with people and generating interest in innovative products or services, we encourage you to apply.

Primary Responsibilities

- **Target Identification:** Research and identify potential clients through market analysis, industry trends, and competitor insights.
- **Campaign Development:** Design and execute targeted outreach campaigns across various channels (email, social media, content marketing) to generate leads.
- **Lead Nurturing:** Engage with leads through personalized communication, providing information, addressing concerns, and building relationships.
- **Data Collection & Management:** Maintain accurate and up-to-date records of leads, interactions, and campaign performance in CRM systems.
- **Metrics Tracking & Analysis:** Monitor key performance indicators (KPIs) such as open rates, click-through rates, conversion rates, and lead quality.
- **Content Creation:** Develop compelling content (blog posts, emails, social media posts) to attract and engage potential clients.
- **Social Media Management:** Utilize social media platforms to build brand awareness, connect with potential clients, and drive traffic to the website.

- **Email Marketing:** Create and execute email marketing campaigns to nurture leads, promote offers, and share relevant content.
- **Market Research:** Stay abreast of industry trends, competitor activities, and emerging technologies to identify new opportunities for lead generation.
- **Collaboration:** Work closely with sales and marketing teams to align lead generation efforts with overall business objectives.
- **Event Participation:** Attend industry events, conferences, and webinars to network with potential clients and generate leads.
- **Lead Qualification:** Assess the quality and potential of leads, prioritizing those that are most likely to convert into customers.
- **Lead Scoring:** Implement a lead scoring system to prioritize follow-up efforts and ensure efficient allocation of resources.
- **Performance Optimization:** Continuously analyze and refine lead generation strategies to maximize results and improve conversion rates.
- **Reporting:** Prepare regular reports on lead generation activities, progress, and results, highlighting successes and areas for improvement.

Required Skills

- **Lead Generation Expertise:** Proven track record (2-7 years) of generating high-quality leads through various channels (email, social media, content marketing, etc.).
- **Communication Prowess:** Excellent verbal and written communication skills, adept at building rapport and engaging with potential clients.
- **Digital Marketing Acumen:** Strong understanding of digital marketing principles and tactics, including SEO, content marketing, and social media engagement.
- **Data Analysis & Reporting:** Ability to track and analyze campaign performance, identify trends, and make data-driven decisions.
- **Tech Savvy:** Proficiency with CRM systems, email marketing platforms, social media tools, and other relevant technologies.
- **Problem-Solving Aptitude:** Resourceful and creative in identifying challenges and developing effective

solutions.

- **Confident & Outgoing:** Comfortable interacting with people, initiating conversations, and building relationships.
- **Adaptability:** Able to thrive in a fast-paced environment, embrace change, and adapt strategies as needed.

Experience Required:

- **2-7 Years Lead Generation:** Demonstrated success in generating leads and contributing to sales pipeline growth.
- **B2B Experience (Preferred):** Familiarity with B2B marketing and sales processes is a plus.
- **Travel Enthusiasm:** Willingness to travel domestically or internationally to support lead generation activities.
- **Self-Starter:** Proactive, motivated, and able to work independently with minimal supervision.
- **Team Player:** Collaborative and able to work effectively with sales, marketing, and other departments.
- **Results-Oriented:** Focused on achieving targets and exceeding expectations.

Qualifications & Experience

Qualifications Required:

- **Education:**
  - Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
  - Equivalent work experience in a relevant field may be considered.
- **Experience:**
  - 2-7 years of proven experience in lead generation or a similar role.
  - Demonstrated success in achieving lead generation targets.
  - Experience with various lead generation channels (email, social media, content marketing, etc.).
  - Familiarity with CRM software and other marketing tools.
- **Open for Travel if Required:**
  - Willingness and ability to travel domestically or internationally as needed for conferences, client meetings, or other business activities.

Technical Specifications (Job Requirements):

The ideal candidate will have access to the following:

- **High-Performance Laptop or Desktop:** A computer with adequate processing power and memory to handle demanding tasks and software.
- **High-Speed Broadband Internet Connection:** A reliable internet connection is essential for accessing online resources, collaborating with the team, and conducting research.
- **Virtual Workstation:** A dedicated workspace (physical or virtual) that is quiet, organized, and conducive to

focused work.

Salary:

Moris Media offers a competitive salary and benefits package. We are committed to fair compensation and are open to discussing salary based on your experience, skills, and qualifications during the interview process.

Application:

If you feel that your skills and experience align with the job description, we encourage you to apply.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

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