**Sales & Marketing Representative**

Are you passionate about sales, marketing, content and social media? Looking to learn some of the latest digital marketing strategies in healthcare? Do you have what it takes to contribute and help grow a sales team? MD Connect is hiring an inside sales & marketing person for our Waltham, MA office to further develop their sales and marketing skill sets and assist in building an inside sales team.

MD Connect is a rapidly growing, privately owned digital marketing agency that focuses solely in the healthcare industry. We work with some of the largest national medical practices (cosmetic surgery, dental, vein), hospitals (Duke, Brigham & Women’s), Medical Device companies (BionX, Conformis, Medtronic, Abbott) and Pharmaceutical companies (Sanofi) in the US.

MD Connect employees will have the chance to work on a variety of critical business assignments that will have a direct impact on the company and our growth. Assignments may include (but not limited to):

* **Content Marketing:** Each employee will be required to contribute to the corporate blog.
* **Email Marketing:** Develop workflows and lead campaigns to move prospects down the sales funnel utilizing content and offers.
* **Social Media Marketing:** Identify new channel partnerships and prospects through social media engagement.
* **Business Development:** Perform research –including market, organization and contact levels – for business development activities. Identify, qualify and schedule calls with prospective clients using phone, email and social media tools.
* **Inbound Lead Follow Up:** Currently, MD Connect produces 10-15 quality inbound leads each month. You will be following up with these leads, qualifying them and scheduling a presentation.
* **Conference Travel:** As our Sales & Marketing Rep, you will spearhead conference follow up on all leads generated (typically 20-30). You may be required to travel to the conference as well, with your own hotel room provided. We typically exhibit at 4-5 conferences a year.
* **Partner Relationships:** Nurture existing partner relationships and develop new relationships using content, conferences and social media channels.
* **Database Management:** List development, data cleansing/updating, and persona based categorization

This position will provide exposure to both healthcare and sales/marketing professionals nationally as well as provide experience in the fastest growing segment of marketing. Flexible scheduling is available as well as work from home options.

**Requirements:**

* Technically proficient with computer software, including: Microsoft Office Suite (specifically Word, PowerPoint and Excel), Adobe Acrobat and Photoshop.
* Experience with a CRM (Hubspot) preferred.
* Excellent written and verbal communications skills
* Strong research, analytical and creative problem solving skills
* Strong knowledge and experience with Social Media Channels (Facebook, Twitter, LinkedIn, Google+)
* 1-2 years’ experience in an inside sales role making outbound dials and navigating larger organizations.

**Benefits:**

At MD Connect, we pride ourselves on the corporate culture we have created. We are a small agency, but growing rapidly, and place the emphasis on our employees to help us grow. Some of the benefits of working at MD Connect include:

* Competitive salary and comp plans
* Generous PTO and sick days
* Work from home Fridays (and Tuesdays once trained)
* Company outings (quarterly) and social gatherings (whenever we can!)
* Annual company bonus
* Quarterly sales bonus
* 100% health and dental coverage on individual plans
* 3% company contribution to 401K (not a match, automatic contribution whether employee matches or not)