

# CAREER OPPORTUNITY

## DIRECTOR, LEAD GENERATION

### Office Location | Cambridge, MA

Reputation Institute (RI) is the world's leading provider of stakeholder measurement, membership and management services, working with global brands like BMW, Lego, Pfizer, P&G and SAP. For 20 years, RI has been at the front lines of brand and reputation management, and now fueled by new investments and the success of our team members and partners in 40 countries, we are planning to aggressively grow our US operations in 2017.

Known globally as the reputation experts, RI delivers our data, insights and best practices through hands-on client engagements, subscription services, and our Reputation Leaders Network (RLN) events and executive training. Over the next year, we also plan to launch new SaaS tools and add-ons that bring our stakeholder benchmark data to new markets and popular analytics platforms.

Our US team is made up of smart, hardworking, analytical thinkers who have a passion for collaborating with some of the brightest minds in brand marketing and measurement. Headquartered in the historic American Twine Office Complex in the heart of Cambridge's Kendall Square neighborhood, RI offers a vibrant work environment at the center of one of the country's top innovation and cultural hubs.

## DIRECTOR, LEAD GENERATION

We are looking for a Director, Lead Generation who will be responsible for the design and execution of effective direct marketing campaign strategies and initiatives. You will own and drive programs to create and nurture qualified sales leads and analyze program performance harnessing a full range of B2B marketing techniques.

### Key Responsibilities:

- Develop and implement high impact campaigns to generate demand, qualified leads and sales pipeline
- Work cross functionally with Sales, Research and other Marketing team members to develop the overall campaign and lead generation plan for the company, blending traditional and progressive digital/social methods and approaches
- Partner with internal cross functional teams to build campaign content
- Execute direct mail/email marketing programs to impact customer acquisition, retention and engagement

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- Serve as the primary contact for day to day management and execution of email, direct marketing and social media initiatives including targeted and automated campaigns and newsletters
- Establish and report on campaign metrics to track impact against objectives
- Manage campaign targeting and list development to support business goals of customer acquisition and retention.
- Manage CRM database, maintaining and building the database of prospects and existing customers for targeted acquisition and nurturing campaigns, including targeted prospecting, database selection and quality assurance of outbound campaigns, list segmentation, campaign set up, scheduling, testing, tagging and deployment of different campaigns
- Maintain current understanding of direct marketing best practices and apply them to the execution of campaigns.
- Coordinate campaigns with public relations initiatives, tradeshow, social and other strategies

## PROFESSIONAL QUALIFICATIONS:

### An ideal candidate will possess:

- Bachelor's degree in Business, Marketing, or other applicable field required
- 5+ years of prior experience in an email or direct marketing specialist role for a B2B company required or agency with an understanding of database concepts and segmentation.
- Prior knowledge of Salesforce.com and proficiency in marketing automation solutions required; specific experience with HubSpot preferred
- Hands on experience with HTML and content management systems
- Demonstrated expertise with multiple formats of demand generation, including email, website, PPC, SEO, Social, direct mail, telemarketing, etc. Must be knowledgeable of Google Analytics
- Familiarity with analytical and database tools
- Excellent written communication and copywriting skills
- Strong project management skills
- Knowledge of leading methodology and best practices in B2B marketing automation, demand generation, and rules-based lead nurturing
- Previous experience in reporting against KPIs and using data to develop actionable insights and analyzing key marketing metrics
- Proficiency in MS Excel, Word, PowerPoint etc. Skills with HTML, Adobe photoshop a plus

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## COMPENSATION:

The Director, Lead Generation's compensation includes a competitive base salary, annual performance bonus, employer matching 401k program, medical/dental/vision benefits, paid vacation and more.

*Reputation Institute is committed to diversity in the workplace and is an Equal Opportunity Employer.*

For more information about the firm, please visit our website at [www.reputationinstitute.com](http://www.reputationinstitute.com).

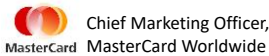
Please address all cover letters and resumes to Tammy Olsen, HR Director, [recruiting@reputationinstitute.com](mailto:recruiting@reputationinstitute.com).

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## Hear what our clients and team say about RI

### What organizations say about RI!

"Our CEO now utilizes quarterly general-public reputation measures in 15 countries consolidated into a single dashboard to report to our Board. Reputation Institute's framework has helped us understand our stakeholders."



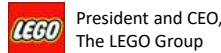
RepTrak®  
Trust

"To be ranked among the most reputable companies is a great honor, and a reflection of what our 325,000 team members strive to deliver every day."



Expertise  
Honest Integrity

"We believe the survey is a great way to measure how we perform as a company and we remain dedicated to continue to live up to the expectations children, parents and other stakeholders have on us."



Global RLN

"A large part of Levi Strauss & Co.'s successful 162-year history is our commitment to quality apparel that never goes out of style and an unrelenting focus on innovation."



Teamwork  
Advisor

"We believe reputation is built on our commitment to customers to provide quality, innovative products and back them with integrity."



"Bacardi strives for continuous progress and improvements in everything we do. It's very rewarding to see that we are making real strides in corporate governance, innovation, reputation and overall citizenship with others around the world taking notice. A three-point jump in just one year to the number 90 spot in the Global RepTrak 100 rankings is extremely satisfying."



### What our team says about RI

RI is the best place to grow as a professional. We work hard and we have fun doing it. Simply put, we are the Gold Standard of reputation management. Our Founders literally wrote the book on it and our clients sing our praises.

"To me, RI is an opportunity to create a legacy in reputation measurement and management. The chance to do great work, be great, and expand upon our reputation as the gold standard in our field of reputation."



"It means transparency, collaboration and partnership across offices and departments."

"We share the same financial goals – and we show each other the respect deserved. We have a spirit of we win together. No one person can claim all the success and no one person takes all the blame."



"A better system of communication and transparency. I do know that geographical distance presents an issue, but I do believe that it will be of high value if we learn more about the people in different offices."

"One RI is a mindset, a way of working, and a collective goal. Globally we need to unite around a common purpose and to collectively work towards the same outcome."

"I recently joined RI and from my vantage point One RI means that although we are dispersed throughout the globe we share a single vision."

For more information about the firm, please visit our website at [www.reputationinstitute.com](http://www.reputationinstitute.com).