



## WILLIAM H. SADLIER, INC

### JOB DESCRIPTION

**Position:** Lead Generation Specialist

**Department:** Marketing

**Reports To:** Manager, Customer Success Center

**Position Summary:**

The Lead Generation Specialist is a position responsible for researching, identifying and qualifying new prospects with the goal of generating leads for the Field Sales, Inside Sales and Digital Sales teams. Operating within the Sales organization, this individual will be aligned to a territory and expected to remain abreast of events and competition that may create opportunities for growth. Salesforce is used to manage contacts and information. Other responsibilities of the role include data entry and administrative work as it pertains to prospect management.

**Primary Responsibilities:**

- Research, identify and penetrate new geographical markets and verticals using sources such as LinkedIn, school websites, MDR, etc.
- Research, identify and efficiently qualify new and existing leads/prospects within Salesforce to create viable leads for the Sales team
- Research and qualify existing leads in Salesforce
- Identify incomplete accounts in Salesforce and enter the necessary information to complete them
- Maintain data integrity by ensuring contacts' details are accurate and up-to-date
- Identify different departments within organizations and reference them when updating new and existing contacts
- Stay abreast of trends in education assigned territories to identify emerging markets, new opportunities and potential leads
- Develop and keep current on knowledge of products, trends and competitors in assigned territories
- Data entry and administrative duties in line with prospect collection and management
- Other duties, responsibilities and projects as assigned, such as assisting with CS rollover, and or assisting the sales field

**Education, Experience, Skills Required:**

Successful candidates will thrive in a results-driven environment, demonstrate a record of achievement and possess the following:

- Minimum 0-2 years prior business experience (or educational equivalent) in a lead generation, sales or customer service role
- Must be a positive, high-energy individual comfortable with prospecting over the phone and dealing with rejection



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- Experience using online tools to research customers to inform outreach strategies
- Experience in educational publishing (preferred)
- Experience with Salesforce.com and LinkedIn.com (preferred)
- Experience with Microsoft Excel, Powerpoint, and Hubspot (preferred)
- Demonstrated ability to prioritize and communicate across different functions while building strong relationships
- Team player, who is diplomatic, savvy, and has a high level of emotional maturity

This is a seasonal (part-time) position.

Schedule would include 60 max number of hours per pay period / 30 per week

Weekly schedule is Monday-Friday 11 am – 5 pm

February through December- This timeframe is subject to changes based on company needs.

Benefits would include paid holidays and 401K

Starting wage is \$14.00

Job location- Sadlier Customer Success Center- Dubuque, IA