



GROWING LEADERS

Ready for Real Life

Job Title: Campaign Leads Coordinator (Full Time)

Purpose Statement: To empower the emerging generations with skills to lead in real life by capturing and communicating stories of impact, fulfilling departmental marketing needs and monitoring metrics in order to multiply the impact of the Growing Leaders' team.

Reports to: Marketing Director

- Analytical and Data Driven
- Experience with Leads Generation Software (Hubspot, Wordpress)
- Experience in Digital Agency (Seeking and managing large amounts of leads)
- Other (Experience with Facebook Ads Manager)

Key Responsibilities:

We're looking for a Campaign Leads Coordinator to join our small, but dynamic team. The candidate will be highly analytical and support the planning, implementation and measurement of all lead campaigns. The ideal candidate is a self-starter, comfortable in a fast-paced environment and is exceptionally detail-oriented.

- You have 2+ years hands-on experience in Lead Generation and/or demand generation, developing winning data driven strategies
- You possess some knowledge of best practices in B2B marketing automation, demand generation, and rules-based lead nurturing
- He/She will research and create weekly and monthly reports on all lead campaigns to director supervisor
- You are relentlessly data driven; focus on funnel optimization and optimization of the sales and marketing process
- Collaborate within cross-functioning teams to determine their campaign needs and working with them to determine appropriate leads to report
- Plan, execute and evaluate lead gen marketing campaigns (in partnership with Partner Success and Content teams) to generate awareness and demand for our products and events to increase lead generation and build the sales pipeline
- Executing the day-to-day operations of all marketing campaigns including the data segmentation, setup, testing, and deployment of multimedia marketing tactics
- Working knowledge of SEO and how to incorporate key terms in lead campaigns
- Prepare and analyze marketing research audits and strategies



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Qualifications:

He/She will have 1-2 years of experience in lead generation and working with marketing data

- Experience planning, creating and implementing marketing leads
- Experience in online advertising ecosystem and performance metrics from sources such as Google Analytics, Google Ads
- Strong analytical skills paired with great attention to detail
- Demonstrated ability to multitask, prioritize, and manage deadlines
- A self-starter and can take direction
- Experience in a digital agency is a plus

Work Schedule:

- This position is based in the Growing Leaders office in Peachtree Corners, GA. Office hours are 8:30am to 5:00pm. The position may require some work in the evenings or on weekends for certain events. The position can be considered work from anywhere.