

REGIONAL LEAD GENERATION SPECIALIST

Type of employment contract: Full time position

Starting date of the contract: May 2018

Locations: Beirut

Employee Category: depending on experience

Reporting to: Regional Sales and Marketing Director

You are

- Passionate about engaging new leads using creative marketing tactics
- Comfortable with being involved in online and offline activities to support sales teams in beating their revenue targets
- A self-starter who can work independently and proactively to launch new marketing projects never done before
- A keen interest in web design with excellent attention to detail

Primary goals of the role

- Grow AFP sales teams' new business pipe with lead generation
- Help retain existing clients and drive some upsell
- Build brand awareness towards new market segments

Essential job functions

- Design lead generation strategies for the media, institution and corporate segments (ABM, nurturing, retargeting, Web personalization, A/B testing and paid ads etc.)
- Develop engaging multichannel campaigns with tailored and multilingual content (email, landing pages, social, etc.)
- Qualify new leads for the regional sales team and track conversion results
- Identify prospects with high potential and develop a nurturing strategy
- Understand AFP various client segments' needs, lines of products and differentiations to address them better
- Analyse results, improve practices and share know how with headquarters' marketing and regional counterparts
- Keep up with the latest e-marketing tactics to increase campaigns' ROI
- Adapt headquarters' marketing digital, print collaterals or any campaign template when relevant for different markets
- Work cross-functionally to manage logistics for trade shows, field events or any other communication initiatives
- Train and support local CRM or marketing automation tools' users (sales and editorial teams)

Experience and Qualifications

- Graduated from a Business, Marketing or Communication degree (Master degree is a plus)
- Background in digital marketing, communication or copywriting in the B2B sector
- Minimum of 2 years hands on experience with CRM and marketing automation tool (Marketo is a plus)
- Experience in working with analytics in a commercial, user-experience focused and digital context
- Native English speaker or high level of English fluency and native local language

To apply for this position, send CV and motivation letter to: Antoine.Salame@afp.com