



PREDICTABLE IS PREVENTABLE®

Job Title:	Marketing & Sales Assistant	Job Category:	Individual Contributor
Department:	Marketing	Exempt/Non-exempt:	Non-exempt
Location:	Frisco, TX	Travel Required:	0%
Position Type:	Full-time	Reports To:	Marketing Director

SUMMARY OF ROLE

The marketing and sales assistant is a critical role for the smooth operation of the marketing and sales department initiatives and goal attainment. It will include daily administrative tasks to ensure the integrity of the lead generation process and customer retention, as well as supporting the teams with various projects and marketing campaigns.

JOB DESCRIPTION

ROLE AND RESPONSIBILITIES:

- Assist marketing team with lead validation including creating lead lists, importing leads and researching data.
- Validate marketing automation emails are sent in a timely manner to sales teams.
- Maintain data integrity by checking new leads for duplicates or existing contacts.
- Assist with coordination, printing and shipping of tradeshow materials.
- Develop and maintain a company calendar of events and important dates.
- Update Salesforce campaign data and marketing SharePoint files.
- Provide additional support as needed for the marketing and sales teams.

QUALIFICATIONS:

- BA/BS degree or equivalent work experience.
- Minimum 2 years' administrative experience.
- Solid knowledge of MS Office; bonus knowledge of Salesforce CRM.
- Excellent communicator with the ability to multi-task and adhere to deadlines.
- High attention to detail and an organized, problem solver with a good sense of judgement.

KEY PERFORMANCE INDICATORS:

- Validate Marketing Qualified Leads notifications and duplicate checks at least twice daily.
- Import tradeshow leads within 4 hours of receiving.
- Meet deadlines established for marketing and sales projects.

Approved By:		Date:	
Last Updated By:	La Collins	Date:	5/11/17