



Join our growing Frisco, Texas based team as a **Marketing Specialist!**

Lexipol is looking for a Field Marketing Specialist to working with Lexipol's Go-to-Market teams (Sales, Account Management and Business Development) to generate demand for each region and vertical. The role will identify market drivers and utilize marketing tactics and data analysis to enable each region to reach its growth goals for new customers, existing customers and partners. Working with the larger marketing team, the field marketing specialist will create and execute marketing campaigns to overdrive lead generation, increase brand awareness and maximize partner relationships.

KEY RESPONSIBILITIES:

- ★ Function as primary liaison between marketing and Sales, Account Management and Business Development teams.
- ★ Work with Sales teams to identify and drive region-specific marketing lead generation campaigns based on company goals.
- ★ Communicate with marketing partners to maximize partnership benefits and opportunities.
- ★ Align marketing support for customer upsell and retention initiatives.
- ★ Outline email marketing initiatives and drip campaigns by region and vertical.
- ★ Support, plan and promote regional events and participation.
- ★ Assist in drafting and editing collateral, web copy, emails, ads, employee communications, videos, press releases and blog posts as needed.

QUALIFICATIONS & EXPERIENCE:

- ★ BA/BS degree in Marketing or commensurate work experience.
- ★ Minimum two years' experience in B2B marketing working with inside and/or outside sales representatives.
- ★ High attention to detail, organized, problem solver with good time management, sense of judgement and adaptability to change.
- ★ Solid understanding of marketing concepts and channels including inbound marketing, SEO/SEM, social media, email marketing lead scoring, lead nurturing and digital marketing.
- ★ Excellent communicator, writer and creative thinker with ability to use data to inform decisions.
- ★ Expert in Microsoft Office and working knowledge of marketing automation (such as Pardot, HubSpot, Marketo, or Eloqua) and Salesforce CRM.

COMPENSATION AND BENEFITS:

Lexipol offers a fun working environment, competitive salary + annual bonus, comprehensive benefits including 401(k) with Company match.

For consideration, please email your resume, cover letter with annual pay expectations to hr@lexipol.com. Include Marketing Specialist in the Subject Line

Lexipol is an Equal Opportunity Employer. Visit us at www.lexipol.com

No third parties please.