



JOB DESCRIPTION

ABM / Lead-Generation Manager

Seeking a dynamic personality to lead the sales outreach for a digital marketing agency.

This person will possess a great deal of tenacity and drive. Important is the ability to work autonomously but also collaborative enough to function happily in a team environment. One with a can-do attitude seeking to climb the full heights of the mountain, not look for shortcuts.

We're not interested in a smoke-and-mirrors, pushy sales approach that promises more than we can deliver. We want an honest, trustworthy individual who gets up in the morning with a passion and fervor for making a real difference in the marketing world. That's how we feel; our singular goal is to take good care of our clients while we help them succeed. We want this team member to feel the same.

Duties include but are not limited to:

- Research latest market shifts that would impact revenue and growth for our firm (e.g., are there impending shifts in the market that we should be acting on?)
- Research and develop lists of potential prospects
- Create and continually optimize an approach to get prospects on the phone with our president, a revenue coach, author, and agency owner
- Follow-up on website visitors and visitors who have completed forms, to see if we could help them achieve their goals
- Co-develop sales material, email copy, and funnels
- Ultimate Goal: to find and prepare quality leads that can be passed to the president to close

Pay will be a combo of hourly and commission-based.

Email your resume and or portfolio to support@zhivagopartners.com