



Lead Generation Manager

Location: West Los Angeles, CA

To apply please send your resume, with the **email subject of Marketing 1001**, to careers@telescope.tv

Job Description

We are looking for a bright, well-rounded individual with strong experience in B2B marketing to develop and execute marketing plans with a key focus on CRM, and lead generation. The Lead Generation Manager will be responsible for helping us grow both our lead and demand generation capabilities to create an efficient and high-converting marketing funnel to deliver new revenue opportunities and accelerate existing revenue streams.

The ideal candidate will have excellent organizational skills, a strong interest in digital/social applications, be results driven, and have superior attention to detail, especially with analytics. Reporting to the Group Creative Director, this is a great position to learn and grow with the company. Telescope is a small company which is expanding rapidly and offers huge potential to grow, acquire new skills, and management experience.

Skills & Requirements

Required Qualifications

- 3+ years of digital marketing experience with specific focus on B2B marketing, lead generation strategies, and marketing automation (tech preferred)
- Experience and leadership in outbound email marketing, landing page development, and marketing automation software
- An appetite for growth and ability to work across variety of teams
- Proven success in driving inbound lead generation campaigns resulting in sales opportunities and revenue growth
- Data driven-thinker who uses insights and analysis to guide strategies and make decisions
- Ability to present analysis and insights with clarity and confidence
- Approach each situation from a solution based foundation
- Dedicated and enthusiastic team member, as well as ability to work on own initiative
- Knowledge and understanding of the digital video and live streaming landscape including various content and distribution models (TVE, SVOD, etc.) is a plus
- Knowledge and interest in social media platforms - including but not limited to LinkedIn, Facebook, Twitter, Instagram - as well as new developments in the social space preferred
- Experience with at least one of the following: Marketo, Pardot, or Hubspot. Google Analytics, Google Adwords, Salesforce, and Mailchimp required.
- Bachelor's degree in relevant field
- Excellent attention to detail and organization skills
- Excellent communication skills, both written and verbal
- Flexible worker and excited to work in a fast-paced, deadline-driven environment



Job Responsibilities

Included, but not limited to:

- Core responsibility is to manage a marketing funnel for sales - to substantially grow lead generation for our products and services, building out a sales database for revenue generation
- Manage CRM and implement strategies, including automated functions to drive continued value and recurring sales opportunities from our existing databases
- Testing and optimizing a range of lead generation strategies to drive growth and ensure continued success
- Working closely with sales teams to ensure sales pipeline requirements are being met
- Optimization of paid marketing channels, where appropriate, to increase acquisition and apply learnings
- Optimization of marketing assets, to deliver success through the highest possible conversion techniques and ensure that accurate tracking where appropriate is in place (e.g. advertising tools, A/B testing, landing pages, email outreach, etc.)
- Set goals and employ data-driven analytics to quantify success
- Oversee lead segmentation and scoring to assess lead status and quality.
- Owning analytics across our marketing campaigns and platforms, continuously assessing ways to generate highest returns, maximizing our efforts or employing new tactics
- May include “growth hacking” strategies to increase our leads database
- May require integrating lead conversion tactics or functionality when working with third parties on promotional or editorial marketing opportunities

Perks

- Competitive compensation
- 16 paid days off per year
- Many national holidays paid per year
- Comprehensive medical, dental, vision, life insurance, and 401k (up to 100% of 6%)
- Occasional catered lunch
- Free parking (or stipend depending on location)
- Paid cell phone coverage if on company plan
- Fully stocked kitchen with snacks, drinks, and Starbucks coffee
- Two holiday parties per year

About Telescope

Telescope's technology powers the most demanding and highest-profile consumer and audience participation initiatives, with record-breaking results for leading Fortune 500 companies. Based in Los Angeles, with offices in New York and Barcelona, we are entrusted by the world's largest media brands and social platforms – including Facebook, American Idol/FOX, The Voice/NBC, Miss Universe, CNN, NBA, NASCAR, Sprint, Sprite and more.



Telescope Inc. is an equal opportunity employer which does **not** discriminate against: race, color, religion, national origin, age, sex, pregnancy, citizenship, familial status, disability, veterans, or any other protected class.

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