

DEMAND GENERATION REPRESENTATIVE

RTM Consulting, a leading innovator in the technology services industry, is seeking a candidate for the role of Demand Generation Representative. Demand generation programs and activities for RMCP®, training, and other selected target offers will be the primary focus of this role. The Demand Generation Rep will play a critical role as follows: 1) Under the guidance of the Sr. Director of Marketing, support the design and execution of inside selling campaigns to selected target markets 2) Assist with marketing activities to build and manage our segmented marketing database and use same to build awareness of our target offers in the marketplace 3) Help extend our demand generation outreach to the Company’s core consulting business where appropriate and 4) Training reseller identification. The Demand Generation Representative reports to the company Sr. Director of Marketing.

The right candidate will possess valuable business to business marketing and selling skills. The right candidate will also be proactive and success driven, with the opportunity to move to other roles and gain additional responsibility.

This role is a full-time salaried position, with additional incentives based upon meeting or exceeding sales goals or other KPIs as may be assigned by management.

SUMMARY RESPONSIBILITIES

Engage people in the corporate marketplace who have responsibility for (human) resource management within their company. This position is responsible for:

Responsibility	Description
Pre-Sales/ Marketing	<ul style="list-style-type: none"> • Develop valid target prospect lists using provided tools such as Gravitocity and LinkedIn and conduct proactive sales/marketing campaigns with content provided by marketing • Maintain, evaluate and optimize existing marketing programs including email and call scripts • Collaborate with Marketing for messaging and creative development to build strong demand generation material • Lead the company’s efforts to build, manage and utilize segmented marketing to achieve our demand generation goals
Sales	<ul style="list-style-type: none"> • Diligent proactive follow up via email and phone to each prospective buyer for each campaign • Communicate the benefits of target RTMC offers • Coordinate any RTMC expertise needed to answer deeper questions and bring closure for all sales opportunities
Activity Tracking	<ul style="list-style-type: none"> • Daily tracking of all required metrics such as calls, minutes, emails sent, leads followed-up, enrollments confirmed
Documentation	<ul style="list-style-type: none"> • Use available systems to document status on all in-progress opportunities as well as those deferred for future follow up • Regularly report performance of demand generation programs to illustrate the impact on the company’s business

RTM Consulting

855-RTMC-555

info@rtmconsulting.net www.rtmconsulting.net

<p>Continuous Program and Self-Improvement</p>	<ul style="list-style-type: none"> • Recommend ongoing changes to demand generation programs which enhance our effectiveness in reaching our target prospects, and which help us build increasing sales volumes • Time spent reading white papers etc. to internalize the offerings of RTM Consulting
---	---

SUMMARY KPIS

The Demand Generation Representative will be measured on the following Key Performance Indicators (KPIs):

Metric	Description
Revenue	<ul style="list-style-type: none"> • Manage to meet or exceed assigned goals for RTMC offer revenue
Activity	<ul style="list-style-type: none"> • Manage to specific daily activity targets such as call conversations, targets developed using tools provided, campaigns initiated, opportunities progressed, emails launched, opt-in's to RTMC's database; these KPIs will be provided in a separate document and subject to change based on business conditions
Overachievement	<ul style="list-style-type: none"> • An incentive program will be provided for achievement of specific metrics including recognized revenue

COMPETENCIES & KEY SELECTION CRITERIA

- ❑ **Experience:**
- ❑ Relevant education in sales and marketing
- ❑ Relevant life experience indicating high potential for competency in sales
- ❑ Demonstrable strength in hands on use of technology and software tools (MS office, Gravitocity, Windows, ExactTarget or similar marketing automation software)
- ❑ Experience in self driven success or commitment to team goal achievement
- ❑ **Personal Profile:**
- ❑ Confident, self-driven leader
- ❑ Highly focused on tasks
- ❑ Strong oral (phone based), written and interpersonal skills
- ❑ Commitment to achievement of goals
- ❑ Highly organized and can perform in a structured high expectations positive environment
- ❑ Integrity
- ❑ Thrives on positive feedback for improvement and wants to learn
- ❑ Proactive with recommendations for improvement, role activities, and other matters which will improve overall business performance
- ❑ **Education:**
- ❑ A Bachelor's degree with 3.0 GPA or better
- ❑ Life experience appropriate for this role

Location

This position is located at our company HQ facility in the Eastgate area of Cincinnati. This is not a work from home position.

About RTM Consulting

Specializing in Resource Management, Project/Portfolio and Knowledge Management, and Services Business Optimization, RTM Consulting helps IT hardware, software and support services organizations achieve the benefits associated with successful services portfolios. With its unique Just-in-Time Resourcing® solutions and Business Acceleration Services, RTM Consulting helps large, medium and small firms move beyond theory to practical application of industry best practices and achievement of exceptional results in the shortest possible period of time. For more information please contact RTM Consulting at info@rtmconsulting.net or www.rtmconsulting.net.

RTM Consulting, Inc.

855-RTMC-555

info@rtmconsulting.net www.rtmconsulting.net