



## Marketing Specialist - Inbound/Outbound

### Job Scope

The Inbound/Outbound Marketing Specialist is focused on developing and converting contacts to leads and leads to customers through FSG's various marketing channels. The Inbound/Outbound Marketing Specialist will work to gain new contacts and develop existing ones to the point of conversion from contact to lead and lead to customer.

### Responsibilities

- Answer incoming sales calls  
Make outbound calls to listed leads and contacts.  
Respond to inbound emails and direct them to the appropriate associate or department  
Gather basic information from prospective customers and enter into lead management software  
Follow up with inbound inquiries to encourage engagement, provide helpful content, and schedule product demonstrations  
Quote projects as necessary, work with contractors to gather labor quotes, and deliver quotes to customers as requested.  
Support marketing team with day-to-day activities  
Daily follow-up phone calls with inbound leads  
Assist Marketing team with other ad-hoc marketing-related activities and projects  
Tracking the performance of the campaign

### Requirements

- Exceptional communication and interpersonal skills.  
Excellent organizational skills.  
Focused, energetic, and driven  
Ability to interact with internal peers and management  
Proficient in GSuite and MS Office (Word, Excel, PowerPoint).  
Ability to prioritize assignments to anticipate and meet multiple deadlines.  
Detail- and results-oriented self-starter with disciplined workflow practices.  
Comfortable analyzing data and consumer research.  
Creative thinker with the skills to analyze marketing challenges and develop effective marketing solutions.  
Demonstrate initiative and a positive proactive mindset.  
Must work independently and with a group of peers.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.