

JOB DESCRIPTION

TITLE: Lead Generator

Reporting: Reports to VP Marketing

Primary work site: Headquarters is in Wayne, NJ

Overview:

We are seeking an experienced telephone hunter who will help us quadruple revenues over the next five years. The lead generator will be responsible for researching companies in the communications space that can utilize the tools we develop. The candidate we seek will be an integral member of our marketing and sales team. This position requires strong writing, communication, technical and conceptual skills that will enable the development and sale of innovative solutions for our clients. The successful candidate for this entry-level position will have the opportunity to graduate to the position of Account Manager or Field Sales Rep.

Primary Responsibilities:

- Lead generation.
 - Identify target companies
 - Identify target individuals within target companies
 - Through telephone calls, emails, LinkedIn contacts, etc. secure appointments or discussions with ATS sales team
- Identify big data and cloud based opportunities in the communications space
- Work with technical executives and managers to develop an in depth understanding of our tools and capabilities
- Participate in joint operations/sales/product strategy sessions

Skills and experience required:

- Excellent written and verbal communications
- This position requires keen interest in technology solutions
- Knowledge of telecom, cable and emerging communications technologies is a plus
- BA or BS degree. Technical Degree is a plus

Measure of success:

- Appointments/presentations generated
- New clients under contract

Compensation:

- Performance based compensation package includes salary, and bonus
- Full medical and dental benefits, 401k, life insurance, profit sharing.

Candidate must report to Wayne, NJ headquarters full time.