

Inbound Lead Specialist

Gauzy is seeking a motivated and proactive individual to join the marketing team as an Inbound Lead Specialist. This person will be responsible for assisting the lead generation and retention process by qualifying MQL's and handing them over to the sales team. The ideal candidate will help our sales and marketing teams stay on the same page in terms of the quality and volume of leads. An Inbound Lead Specialist relates with different buying personas, has great communication skills and shares the value of our products. This position reports to the Marketing Director, but also works closely with the VP of Sales and entire sales team.

Responsibilities:

- Follow up with lead from first outreach
- Qualify inbound leads that are deeply engaged, and sales-ready contacts
- Assign MQLs to relevant sales manager in the CRM system (Salesforce)
- Assist the marketing manager with the inbound lead generation strategy through the website and other digital marketing activities (includes working with HubSpot and other market automation systems)
- Provide detailed reports and insights for an optimized S&M strategy
- Maintain an updated log of activities in the CRM system
- Provide initial offer and support the sales managers as needed

Job Requirements:

- Exceptional communication skills– both written and verbal– and the ability to build a sales relationship with prospects by phone or e-mail
- Experience with lead generation processes including digital marketing
- Sales experience and a proven ability to sell technical products, and prepare sales offers
- Highly organized to ensure the lead follow up process is timely and efficient
- Must have previous sales and marketing experience
- Experience with Salesforce – a must
- Experience with HubSpot or other market automation systems - a plus
- Able to work with worldwide clients and team members
- Languages: English mother tongue (must), other languages (Spanish – a plus)

Come and join us! Apply at jobs@gauzy.com