



Lead Generation Specialist

Tyne & Wear

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## SaleCycle - What we do

Welcome to the evolving world of Behavioural Marketing! A staggering 98% of website visitors leave a site without hitting that crucial purchase button. Our market leading On-Site & Email Remarketing solutions enable ecommerce marketers to reconnect with consumers who don't convert, reminding them why they came to a site in the first place.

Founded in 2010, we've grown from our North Eastern roots; With our HQ in the UK and offices in the US, France, Singapore and plans for further global growth! SaleCycle powers campaigns for some of the most recognisable brands in the world. Including Ikea, Ralph Lauren and Virgin Atlantic.

We're a passionate company with passionate people and 'Love what you do' firmly rooted in our culture. It's tattooed on the arm of our CEO, visible on our office walls, and present in everything we do. We use the latest tech and innovation to shape our products and deliver results. All of which wouldn't be possible without our people.

### Role Summary, Lead Generation Specialist, Rainton Bridge, Tyne & Wear

Do you want to engage internationally with the big players in the e-commerce sector on a daily basis? Are you interested in helping them to understand how our fantastic products can help make them more £££? SaleCycle are a market leader. Put simply; our product, people and services are way ahead of the curve, so it's no wonder we have over 500 happy customers and counting. The problem is, we want more! We believe that all major, global brands deserve to know about how SaleCycle products can benefit them – and deserve to see some of our fantastic marketing content!

That is where you come in. We want you to dig deep, research key decision makers at key brands and tailor your approach using the best marketing, social media and sales resources we have to guide their learning. You'll need to liaise with our marketing team to ensure your prospect receives relevant and exciting content, then book in demonstrations to show exactly how SaleCycle can assist them.

### Your Responsibilities

- Develop a strong understanding of digital marketing and ecommerce alongside exceptional knowledge of SaleCycle's products in order to determine suitability for fully researched prospects.
- Engage and develop relationships with prospects in order to determine their interest in SaleCycle products and marketing content, ensuring the prospect is engaged and fully aware of SaleCycle's products with relation to their industry.
- Enrich data currently stored, building profiles of contacts through extensive research and development by using a variety of social methods.
- Developing existing contacts & leads and raising SaleCycle's profile. Increase our customer base by reaching out to global market leaders within Europe, the Middle East and Africa.
- 'Socially sell' SaleCycle products and services to prospective customers without pitching through a direct sales approach. Guide their learning and understanding before booking them in for a demonstration of SaleCycle product
- Be very active on Social Media, create your own compelling social persona, building profiles of prospects, understanding their position, level of influence, market, competitors, colleagues etc.
- Assist the Marketing team in deciding on the content to display to the fully researched contacts, in order to maximise the likelihood of interaction.

### Requirements:

- You are friendly, enthusiastic, confident and are completely comfortable speaking with stakeholders of all levels internally and externally of SaleCycle using a variety of tools to communicate (phone, email, social media, other).
- Strong knowledge of social media, with an established professional online presence, particularly LinkedIn, Twitter, Google+ etc.
- Have a background in researching and developing an understanding of prospects and contacts online, ideally within a sales or new business environment. You enjoy 'the hunt' for information to build up a profile for contacts.
- Experience of lead generation in a sales environment would be beneficial. A role in which researching professionals is a large part of the job, for example, a Recruitment Consultant, would be suitable.

- You are meticulous and precise in your work, ensuring that the highest quality of relevant information is supplied.

Benefits:

- Competitive basic salary and OTE of between £6-12k on top
- Contributory Pension Scheme
- Semi-Flexible Working Hours
- Life Insurance
- A relaxing 25 days' annual leave plus Bank Holidays (+ the option to buy/sell 5 days holiday!)
- Does your birthday fall on a weekday? Take it off...it's on the house!
- Free breakfasts, smoothies, ice cream, fruit and sweets
- Free payday cake on us!
- 2 fully paid volunteering days per year

For further information on our business, please visit our website or contact me directly for an informal discussion or any questions.

To apply direct: send your covering letter and CV to [careers@salecycle.com](mailto:careers@salecycle.com)

*We are an equal opportunities employer and value diversity at our company. We do not discriminate on the basis of race, religion, sex, national origin, gender, sexual orientation, marital status, disability status, colour or age.*

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Jonathan Crick

Internal Recruiter, EMEA

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