



Job Description: Marketing Specialist

The Marketing Specialist is responsible for executing effective marketing operations strategies, assisting with campaign development, analyzing the effectiveness of each campaign and assisting with the development of lead generation programs. The successful candidate will play an integral role in building and engaging the company's customer base, and creating effective strategies that will promote long-term growth. This role will support both marketing and sales to establish a best-in-class, business to business vehicle focused on customer acquisitions.

Responsibilities:

- Contribute to inbound content strategy to attract buyers and ultimately drive lead volume and increase the quality of the leads for sales
- Follow up on all inbound leads by conducting further qualification and setting up a meeting between the lead and the outside sales representative
- Quickly engage each inbound lead via phone or email within specified SLA's
- Understand and overcome customer objections in an ever-changing competitive landscape
- Work closely within CRM systems (e.g. Salesforce, Hubspot, etc.) to also deduplicate new leads against the current database and oversee list management
- Create and execute lead generation programs, such as Account Based Marketing, email nurturing campaigns, and other marketing initiatives to attract the ideal customer to WellRight
- Work closely with the sales team on program development and implementation, including email copy and templates in Groove
- Analyze data over a variety of channels and CRM data to determine campaign efficiency
- Ensure creative marketing materials undergo regular review and adhere to brand guidelines, working closely with the graphic designer and other departments within the company for quality assurance

- Trade show management and logistics including researching new and upcoming events, confirming budgets, adhering to deadlines, registering company attendees, and facilitating all materials logistics.
- Manage social media content, including the overall calendar to align with other marketing initiatives with a focus on increasing audience size and engagement
- Maintain and enhance marketing and sales database, Salesforce.com and HubSpot
- Provides data-driven analytics to support marketing-related decisions.
- Leverage marketing analytics and KPI's to provide insights and make recommendations on campaigns and trade show effectiveness
- Understand the Ideal Customer Profile (ICP) write, proofread, and edit creative and technical content across different mediums to attract the right buyer

Qualifications:

- 2+ years of marketing experience preferred
- Experience including social media, event management, and other digital tactics.
- BA/BS degree is required preferably in marketing, business, or communications.
- Wellness program or knowledge of B2B software space a plus
- Strong knowledge of various marketing and analytics tools such as HubSpot, Google Analytics, CRM systems (e.g. Salesforce), and content management systems
- Excellent analytical skills and a knack for data analysis
- Strong written and verbal communication skills
- Ability to multitask in a fast-paced environment
- Skilled in writing and editing content with attention to detail and timelines
- Strong prioritization, organization, and project management skills
- Ability to travel as necessary

Personal attributes:

The successful candidate must have strong communication and interpersonal skills. Excels in a fast-paced, results-oriented environment with the ability to adapt to change quickly. A teamwork attitude, willing to take on extra tasks and see them through. Acute attention to detail and problem-solving skills are also necessary attributes for the role.

About WellRight

WellRight is a leading provider of corporate wellness software, used by organizations to improve the health of their employees. Our mission is to change people for good through positive habit formation. We provide a fun, energetic, and

supportive environment to work in. Our solutions are industry-leading and built on the latest web-scale, cloud technologies.

As a Chicago-based tech company, WellRight is seeking a qualified Marketing Specialist to be a part of our growing marketing and sales team. We are a start-up and a perfect fit if you're looking for a place where you can grow and make a difference. If you are a motivated problem-solver with a positive, inquisitive attitude and like working with highly creative teams, you're a great fit!

Who are our employees?

We want to make a difference in the world by helping people be their best, every day, at work, and at home. Our award-winning solutions support leading employers in transforming their cultures and engaging employees. But our world-class products and programs are nothing without our people—the employees who design, build, promote, sell, test, and perfect the latest innovations in workplace well-being. Our people are our top priority and we invest in their health and happiness. At WellRight, we have so much more than a strong, supportive company culture; we have a shared vision for a healthier, happier world.