
JOB TITLE: Marketing Demand Generation Analyst

Marketing Demand Generation Analyst
Plano, TX
Reports to: Lisa Ryan

Requisition #19034
Job Grade 15

SUMMARY:

This position will be responsible for overseeing UNICOM Engineering's target list development, tracking and sales pipeline reporting to achieve business objectives. The position will research and analyze new business leads within the company's current and future vertical markets. Heavy emphasis will be placed on analytics, CRM management, appointment setting programs and all related activities in support of the company's business development objectives. Focus will be on maintaining a healthy, growing sales lead pipeline and measuring activity and sales cycles. The position will also assist marketing communications to ensure promotional campaigns and activities align with UNICOM Engineering's business goals and expectations.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Liase with Marketing and Business Development teams to develop new business intelligence and identify target accounts within our defined markets.
- Work independently with sales and marketing teams to analyze wins and losses, understand competitive positioning, and provide feedback.
- Maintain customer, partner, and competitive intelligence reports.
- Work with BDEs to develop regional lists from multiple sources including trade events, partners, industry analysts, etc. and pre-qualify to the best of their ability.
- Collaborate with BDE team to obtain relevant data on accounts, enter trip reports, and ensure all data is captured in CRM.
- Capture lead sources for each account to analyze effectiveness of activities.
- Collaborate with BDE team to obtain relevant data on accounts, ensure it is all captured in CRM, including lead source to analyze effectiveness of activities.
- Manage lead scoring program within CRM to ensure leads coming in are properly scored and distributed.
- Interact with appointment setting agencies to supply lead lists, attend meetings, and monitor progress of campaigns.
- Leverage tools and technology to collect and visualize datasets into dashboards.
- Work with Partner Manager to offload POS reporting as needed.
- Learn about company's business as appropriate. Shows up to work on time and attends work as scheduled.
- All other duties as requested by supervisor or department head.

COMPETENCY QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. If an employee does not meet the required competency level in any area, a required development training plan will be implemented.

Job-Specific Competencies:

(Education and/or years of experience; technical and/or analytical; software or applications; department and/or position specific; internal or external certifications required)

- High school diploma. 2 or 4 year degree preferred, industry experience or working knowledge of our business is a benefit.
- Knowledge or ability to learn LinkedIn Navigator and CRM systems is required.
- Working knowledge of Marketing Automation Systems is a plus.
- Ability to follow all applicable Business Management System (BMS) processes.

Management Competencies:

(Management experience required)

- Experience managing external resources is a plus.

Core Competencies:

(Other core requirements including communication, presentation, language, math, and reasoning skills)

- Self-starter; proactive work style with a strong work ethic.
- Strong project management skills, highly organized with attention to details.
- Collaborative team player with a “can-do” attitude.
- Coachable; internally motivated to achieve, continually grow and learn.
- Able to work with people at all levels of the organization and influence without authority.
- Ability to read, write and speak English.
- Ability to compose reports and correspondence.
- Good written and verbal communication skills.
- Ability to use word processing, spreadsheets and electronic office tools.
- Analytical skills to interpret what the data is presenting.
- Know and follow established company core values.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Lifting Requirement: 5 pounds
- Lifting Limitation: 50 pounds

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment is a typical office with moderate noise levels.

If you are qualified and interested in this position, please contact [Keisha Russell](#) in Human Resources.