



Role	Digital Lead Generation Executive
Location	West London (Egham)
Salary	£25K to £30K

About the job

Does the thought of working with entrepreneurial technology businesses interest you? Are you an inquisitive and creative researcher, with an eye for detail and a track record of successful lead generation? Are you a confident person with natural rapport building skills? Are you ambitious, fully expecting to quickly progress into a senior sales, business development or marketing role?

If, so, we have a new vacancy in our growing Sales and Marketing team that could be just right for you. While you'll have some relevant experience, we can be fairly open-minded about where that comes from for the right person. For example, you might have a background as an agency recruiter, used to monitoring the market and introducing yourself to potential clients, or you might have worked in finance but have decided to develop your career into sales and marketing.

Working closely with the CEO, you'll be responsible for using industry intelligence to identify and make initial contact with our future clients. We'll give you the freedom to develop and test your way of spotting 'smoke signals' from targets, obtain supporting data and develop an effective campaign. You'll be in a position to make a genuine impact on our growth plans.

Key responsibilities will include:

- Thoroughly identifying, researching and developing a database of potential clients.
- Developing and testing your way of spotting 'smoke signals' from targets and obtaining data. This activity might utilise paid-for databases, industry news, online investigations, social media channels, following investors, seminars/exhibition attendance and networking events, for example.
- Knowing when and how to reach out to prospective clients through direct 1:1 emailing or social media platforms, and when to pick up the phone or attend networking events and exhibitions.
- Maintaining the lead generation process on Salesforce
- Securing a meeting for the CEO or Account Directors from a correctly qualified and prepared lead. Ensuring they are correctly briefed prior to each meeting.
- Preparing a full opportunity brief on the prospective client.
- Assisting Marketing with idea generation for specific campaigns and helping to develop new propositions.



About Isosceles

Isosceles provides business consultancy services to entrepreneurial technology companies and other exciting and fast-growing companies. Our clients are doing great things in AI, IoT, Biotech, Big Data, SaaS, Cloud Services. We support them from the early stages and help them to grow.

Our Head Office is close to Heathrow in Egham, and we have regional offices in Sheffield and Cambridge. This role is based in our Egham office, a modern and friendly office environment with onsite parking and close to the town centre and station.

About you

Is this you?

- Graduate, probably in an analytical, communication or marketing-related discipline.
- Relevant employment experience in an office environment, ideally in business research/analysis, recruitment selling or finance.
- Strong working knowledge of digital research and networking.
- Excellent spoken and written English.
- Confident networker.
- An organised, independent, self-starter.
- Inquisitive, creative researcher, with an eye for detail and a track record of successful lead generation.
- Fun to work with.
- Determined and tenacious.
- Ambitious, you'll expect to progress into a senior sales, business development or marketing role.

If so, we'd really like to hear from you.