

Lead Generation Executive – I Am Here

Reference Number: LG ANZ_2021

Location: Australia, remote role

About PulseLearning

Want to work with an award-winning, purposeful, global Top-10 learning solutions provider?

Want to be part of a Team that designs, develops and delivers best-in-class learning solutions for our Clients?

Want to be part of a culture where it's ok not to feel ok; and it's absolutely ok to ask for help?

Want to belong in an environment where we work hard so that everyone can prosper?

Are you naturally innovative and creative and want to apply your talents to build on our reputation for quality and responsiveness? Are you looking to join an organisation where personal and professional growth is as important to us as it is to you?

Then maybe **PulseLearning**, the 21-year-old leader in behavioural change through learning, is the place for you.

We are passionate about creating end-to-end, people-focused learning solutions. We are proud of our trusted relationships with our long-standing, established Clients. We are looking to continue to build on these relationships and to create new opportunities for growth.

In 2019, **PulseLearning** launched **I Am Here** to gift people with the courage, confidence and skills to safely signpost others to help and support when needed. The **I Am Here** community now has 850,000 members across four continents and is the fastest-growing mental health and wellbeing movement in the world.

Headquartered in Ireland, we embrace diversity and have Teams in the US, Canada, Europe, Australia and New Zealand. **PulseLearning** provides an environment of acceptance and inclusion. We embrace diverse thinking and are always looking for smarter ways to work. We value each other immensely and truly believe in the value of our products and services in creating positive change.

Who we're looking for

PulseLearning is seeking a talented Lead Generation Executive within the **I Am Here** Team who is able to strategize and implement tactics that attract new business accounts. You will coordinate with marketing to reach out to potential Clients and engage them through powerful content and marketing collateral.

The right candidate should have at least 3+ years' experience in finding and attracting new business through proven lead generation tactics implemented daily.

You should have a strong understanding of LinkedIn and Sales Navigator (among other tools) to discover, interact with and engage Clients.

Key responsibilities

- Managing, nurturing and converting inbound leads into sales opportunities
- Identifying strong potential prospects using initiative and creativity to generate outbound lead opportunities
- Working closely with the Sales Lead to ensure leads are generated within a focused business sector
- Qualifying prospects and initiating engagement through telephone and email communication
- Tracking all results and creating a clear reporting system for management
- Ensuring new monthly business goals are met (example of KPIs: number of leads, number of qualified leads)
- Developing a strong knowledge of **I Am Here** in order to facilitate the sales process
- Completing administrative and sales documentation responsibilities as required, including maintaining and updating the CRM with accurate activity and opportunity

What you bring to the role

- You have a minimum of 3 years' experience in B2B lead generation.
- You have strong experience of growing business through outbound lead generation and sales conversion.
- You have a high-energy personality with an infectious positive attitude.
- You are someone who excels in a dynamic, results-driven environment.
- You are persistent, resilient and absolutely sales focused, with a track record of consistently delivering on expectations for growth and profitability.
- You are deeply curious by nature, seeking greater understanding of the true problem at hand and innovating to create the right solution to that problem.
- You bring an established network of contacts.

Benefits of working at PulseLearning

Because **PulseLearning** hires the best people, we work hard to provide benefits that make their lives better. We offer a comprehensive compensation package that includes:

- A competitive salary, plus performance bonus in one of the world's leading learning providers
- Flexible working hours
- Remote working
- Access to **I Am Here** mental health and wellbeing movement

How to apply

Before communicating your interest in this position, please self-register for the program and complete the **I Am Here** courseware here: **I Am Here** (<https://demo.iamheretribe.com/hr>)

To apply: After completing the courseware, please email your résumé and cover letter to recruit@pulselearning.com. Please include the job title and reference number in the subject line of your email. Thank you.

We look forward to hearing from you!