Global Marketing, Social Media and Web Presence Coordinator

Summary
This is a new position responsible for generating sales leads, curating Poten & Partners' social media presence, maintaining the company's web site and promoting the company's brand.

This position is also responsible planning and executing marketing campaigns, small events (20-75 people) to promote Poten products, services and thought leadership.

This is a global role based in Houston. The position reports to the head of business intelligence. It requires significant initiative and the ability to work independently.

Requirements
- A minimum of two years of relevant experience
- A demonstrated track record of success in producing qualified leads for sales teams to close
- Familiarity with a variety of approaches to promoting the sale of goods and products via email campaigns
- Familiarity and experience with approaches to promoting thought leadership and products and services via social media platforms including Twitter, LinkedIn and Facebook.
- Database/mailing list management skills
- Determination and discipline to build effective email marketing lists via primary research and other means

Helpful
- Knowledge of the LNG, natural gas, LPG, power and/or maritime transportation industries
- Competencies in relevant software and apps, including WordPress, Outlook
- Experience planning events that promote thought leadership and commercial opportunities
- Knowledge of Salesforce

Specific Duties
- Develop and execute a variety of email campaigns to generate sales leads
- Maintain and expand the company contact database via primary research
- Produce a daily market report to clients by compiling internal and external data
- Produce a weekly summary of company content for clients and prospects
- Develop and post content for social media channels
- Maintain and update the company website as needed
  Produce 4-6 client/prospect events per year

Send your CV and cover letter to jfeer@poten.com . Please explain clearly in your application how you fulfill the requirements outlined.