



Lead Generation and Events Specialist

Job Title: Lead Generation and Event Specialist - Houston

Summary: As a Lead Generation and Events Specialist at Poten & Partners, you will play a crucial role in driving sales leads, planning and managing events, enhancing the company's social media presence, managing the website and promoting the brand globally. This position requires an individual with initiative, independence and a proven track record in generating qualified leads through various marketing channels.

Primary Responsibilities:

- Develop marketing campaigns via various channels including email and social media to drive awareness of the company's product suite and manage lead generation for subscription sales.
- Develop and implement a comprehensive social media content strategy aligned with the company's goals and target audience, ensuring consistent and engaging posts.
- Maintain and expand the company contact database via online and offline channels.
- Maintain and update the company website as needed.
- Produce a daily market report for clients by compiling internal and external data.
- Plan and manage the company's presence at industry tradeshows and events to promote products, services and thought leadership.
- Coordinate and organize client events, forums, and training sessions.

Qualifications and Requirements:

- A minimum of two years of relevant experience.
- Demonstrated success in producing qualified leads for sales teams to close.
- Familiarity and experience with various digital and offline marketing channels to promote the sale of goods and products.
- 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.
- Familiarity and experience with approaches to building effective email marketing lists with some understanding of privacy limitations.
- Some experience with sales and marketing technology including CRM, automation platforms, project management software, and webinar platforms. HubSpot, Salesforce, and Zoom are a plus.
- Experience with CMS platforms such as WordPress.
- Strong organizational skills with keen attention to detail.
- Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint).
- Experience in managing the logistics and promotion of in-house or industry events offsite.

Helpful:

- Knowledge of the LNG, natural gas, LPG, power, and/or maritime transportation industries.

About Poten:

Poten & Partners is a leading provider of oil and gas market research, consulting and freight and commodity brokerage services.

With offices in Houston, New York, London, Perth, Athens, Singapore and Guangzhou, Poten has a global team of over 180 employees that provide clients with premium services and valuable information and analysis.

To be considered for this position, please email your cover letter and CV to daniella.green@poten.com.