



Marketing and Research Specialist – Houston

Job Title: Marketing and Research Specialist – Houston

Summary

As a Marketing & Research Specialist at Poten & Partners, you will support a broad range of marketing and business development initiatives that drive commercial growth and engagement. You will play a key role in developing high-quality prospect lists and ensuring contact information gathered through campaigns, events and webinars is systematically captured, organized and maintained. Working closely with sales and marketing colleagues, you will help translate marketing activity into meaningful opportunities while supporting Poten's ongoing thought leadership presence.

You will also be responsible for planning, marketing and managing company events, webinars and Poten's presence at industry events, while executing targeted marketing campaigns across multiple channels. As Poten continues to invest in a new website and CMS, this role will support website-driven lead generation and content optimization to improve discoverability across search and AI-driven discovery tools.

Primary Responsibilities

Market Research, List Development & Contact Capture

- Conduct in-depth research to identify target companies, job titles and decision makers across LNG, natural gas, LPG, maritime and energy sectors.
- Build, refine and maintain high-quality prospect lists through hands-on research and digital tools.
- Maintain, update and segment the company's contact database across CRM and marketing systems.
- Systematically collect and consolidate contact information from industry events and webinars Poten attends or hosts, including delegate lists, attendee rosters and internal submissions.
- Work with colleagues to ensure business cards, meeting notes and contact information are consistently captured and shared.
- Ensure all campaign, event and webinar-derived contacts are cleaned, deduplicated and correctly formatted for CRM and marketing systems.
- Monitor performance metrics and data quality to help inform future targeting and marketing activity.

Marketing Execution (Events, Webinars, Campaigns & Social)

- Develop and execute targeted multi-channel marketing campaigns to drive awareness, nurture prospects and support lead generation for Poten's subscription products.

- Support website lead-generation efforts including form optimization, landing page updates and campaign tagging, as well as content optimization to improve discoverability across search engines and AI-driven discovery tools.
- Plan, market and manage Poten's participation in industry events, conferences and forums.
- Plan, promote and execute company-hosted events and webinars including client briefings, training sessions and specialty forums.
- Develop marketing activity for events and webinars including invitations, registrations, internal communications and follow-up workflows.
- Support the amplification of Poten's thought leadership content including commentary, reports and market insights.
- Assist with social media activity tied to campaigns, events, webinars and thought leadership initiatives ensuring content remains intentional and brand consistent.
- Coordinate with sales and marketing teams to ensure alignment across campaigns, follow-up activity and performance visibility.

Qualifications & Requirements

- Minimum of two years of experience in marketing, lead generation, research or event support.
- Demonstrated experience supporting marketing campaigns, events or webinars.
- Strong research skills with comfort in hands-on data gathering and list development.
- Experience with CRM systems and marketing tools (HubSpot, Salesforce, Zoom preferred).
- Understanding of email marketing and contact management best practices including privacy considerations.
- Familiarity with digital marketing channels and B2B social media.
- Strong organizational skills and attention to detail.
- Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint).
- Experience with CMS platforms is helpful.

Helpful:

Knowledge of LNG, natural gas, LPG, maritime transportation or related energy markets.

About Poten:

Poten & Partners is a leader in providing services to the energy and transportation industries. Comprised of over 180 professionals in 9 offices around the world, Poten is at the forefront of developing, arranging and advising clients on oil and gas shipping and infrastructure projects. We are proud to be the premier service provider for the global LNG and Natural Gas business since the industry's early commercial activities. Our clients include major oil and gas companies, trading firms, power generators, ship owners and operators, shipyards, terminal and pipeline operators, government agencies, and financial institutions.

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