

Marketing Cultivation Specialist

Beacon Athletics

Job Title: Marketing Cultivation Specialist	Department: Marketing Department
Reports to: Marketing Director	Revision Date: November 10, 2023

Position Overview

Reporting to the Marketing Director, the Cultivation Specialist is responsible for being the principal bridge and liaison between marketing and the sales team on a daily basis. This role will operate and refine the technologies, dashboards and reporting systems that score potential customers and shepherd sales leads to maximize the productivity of Beacon selling resources and customer satisfaction with their journey to the right Beacon product. They will create the relevant marketing segments in the sales technology platforms, and produce packages of content consisting of existing text, images and video material for delivery through Beacon media or via the Beacon sales team. This portion of the role will account for 75% of time

25% of time will be devoted to coordinating the innovative Beacon Customer Education Program, including identification of new topics, development and refinement of new education materials, and direct coordination with the contributing editors on the Beacon Education Panel

Essential Job Functions/Responsibilities

Prospect Cultivation – 75%

- 1. Maintain and update customer segments and cultivation campaigns.** Monitor sales technology dashboards, prospect scoring and develop marketing campaigns to improve the customer journey for Beacon Athletics prospective buyers. Provide qualified hot leads to the Beacon sales team on a daily basis for them to proactively contact. Adjust prospect scoring models to maximize sales close rates. Periodically review and adjust web search terms to optimize productivity in qualified lead generation and conversion to sale
- 2. Create content packages for customer segment campaigns.** Assemble existing text, image and video content to create highly relevant packages and sequences of marketing material useful to the customer's understanding and journey to a satisfying product sale, Packages may be distributed via the Beacon website, emails, social media or provided to the sales team for direct customer contact and follow up. Work closely with the Beacon marketing team and outside creative and digital agencies.
- 3. Operate marketing platforms for lead generation and qualification.** Interpret dashboard information related to selling opportunities, purchase intent signals

and opportunity scoring. Work in close coordination daily with the sales team and marketing analyst to optimize customer sales pipeline and conversion. Work with company management to facilitate the overall sales strategy. Understand existing platforms and recommend additions or modifications as sales lead and outreach software evolves

4. **Be the main daily liaison between the marketing and sales teams**
5. **Provide continuous reporting and follow up.** Measure and create reports on sales lead generation and quality and actions taken in both the marketing and sales channels. Monitor conversion and close rates for leads generated by the cultivation activities and recommend adjustments to the program or workflow as indicated to maximize productivity. Develop clear, simple, ongoing reports for company management on the marketing cultivation program's success

Education Program Coordinator – 25%

1. **Coordinate the content for the Beacon Customer Education Program.** Manage the topics and new content for delivery to Beacon customers in catalogs, emails and on the Beacon website. Maintain and improve the materials for the Groundskeeper University program
2. **Coordinate the Beacon Education Panel.** Be the central point of contact with the contributing editors on the Beacon Education Panel. Arrange all aspects of periodic in person meetings of the panel, Beacon management and customers, including on-site education
3. **Incorporate feedback from customers and internal Beacon teams to continuously improve Beacon education**
4. **Implement new technologies as required to keep up with the evolving needs of the next generation of Beacon customers**

Job Requirements

To perform the job successfully, an individual should be able to demonstrate the competencies or have attained the skill levels listed below:

- Business background - Required 2+ years of business experience in marketing, digital marketing or as an ad agency account or media coordinator
- Understanding of basic principles of marketing and customer development
- Demonstrated comfort and facility with numerical data and business dashboards and data bases
- Demonstrated interest and aptitude in learning and using new technologies
- Experience working with, interpreting customer and customer segment data
- Understanding of still and video imagery formats, sizes and quality levels

- Strong leadership skills. A positive presence for the organization both internally and externally.
- Intellectual curiosity
- Business acumen
- Ability to collaborate cross-divisionally, and be an essential bridge between the marketing and sales teams
- Communication Skills – A good listener and able to clearly communicate ideas and information through excellent written and verbal communication
- Exceptional problem-solving skills
- Proven, strong project management, organizational, and reporting skills (timelines, communication, accountability)
- Software Applications – high-level of proficiency in MS Excel, Word, and PowerPoint
- Planning/Organizing - Ability to plan and execute projects with time-critical deadlines
- Sense of Urgency – company success depends on timely and relevant execution
- 4 year Bachelors degree in Business, Marketing, or Liberal Arts
- Interest or experience in Sports is a plus
- Prior experience with sales lead management software is a plus but not essential

Successful Behaviors

1. **Continuous Improvement, Innovation, Creativity** – Bring a focus on innovation and creativity to every decision and action. Continuously look for improvement opportunities in the job, for the Department, and on behalf of the Company as a whole.
2. **Customer Service Mindset** – Approach all working relationships from a customer service mindset. “Customers” include purchasers of Beacon Athletics products and services, and co-workers across the Company.
3. **Teamwork and Collaboration** – Share information with others to enable them to do their work well; work collaboratively when solving problems and making decisions; contribute to others’ success; provide assistance to other work areas when the need arises.
4. **Demonstrate Beacon Athletics Core Values and Positively Represent the Company** – Demonstrate the Beacon Athletics core values in every decision/ action and represent the Company in a positive manner both on and off the job:
 - **Above all, take care of your customer.**
 - **Be yourself, we don’t wear different faces here.**

- **Be brave – just do the right thing.**
- **Push beyond what is normally done – surprise and delight.**
- **Form a single team creating the places for sports champions of all ages.**