

Marketing Lead Direct Outreach Specialist

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Company: M365Connect

Location: Nairobi

Category: business-and-financial-operations

Marketing Lead – Direct Outreach Specialist

Location: Remote - Full-time

About Us: Join our dynamic tech IT recruitment startup, where we connect top-tier Microsoft professionals with leading companies. At M365Connect, we are dedicated to revolutionizing recruitment with our commitment to excellence, innovation, and client satisfaction.

The Role: We are seeking a Marketing Lead with exceptional skills in direct outreach, capable of crafting compelling messages that resonate. This role is pivotal in expanding our influence and attracting high-caliber clients and candidates through proactive engagement.

Key Responsibilities:

Develop and execute direct outreach campaigns via phone, email, and LinkedIn.

Craft engaging and persuasive scripts for telemarketing and LinkedIn messages.

Lead email marketing efforts with tailored content that captures interest and drives response.

Collaborate with our Website Designer and UI/UX Designer to enhance copy across digital platforms, ensuring alignment with our brand's voice and outreach goals.

Innovate and apply high-impact strategies to sell our brand and vision, exemplified by the ability to sell a concept as simple as a pen for 1000 USD through masterful copywriting.

Requirements:

Proven experience in telemarketing, email marketing, and LinkedIn marketing - preferably in European Tech industry.

Exceptional writing skills, with a portfolio that demonstrates expertise in crafting persuasive and sales-driven copy.

Strong interpersonal and communication skills, with the ability to engage and influence prospects.

A strategic thinker with a knack for creative problem-solving and a results-oriented mindset.

Experience consulting with design teams to refine and optimize marketing copy.

What We Offer:

Joining our team means more than just a role; it's an opportunity to grow and thrive:

Training and Mentorship: We are committed to your professional development. You will have access to ongoing training and mentorship programs, ensuring you stay at the forefront of your field.

Work-Life Balance : Understanding the importance of work-life balance, we offer flexible work hours to help you recharge and stay productive.

Dynamic Work Environment: As part of our team, you'll work alongside a diverse group of global talents, contributing to a unique and dynamic startup culture that fosters innovation and creativity.

Impact and Growth: Your work here matters. You will have the opportunity to make a tangible impact on our growth and the success of the professionals we connect with companies.

How to Apply Please submit your resume and a cover letter, along with three writing samples that best demonstrate your direct outreach capabilities. Send your application by clicking apply button.

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