

Supply-Side Marketing Analyst

EquipNet manages the tracking, transfer and sale of idle and surplus industrial equipment for global manufacturers such as Unilever, Procter & Gamble, Colgate-Palmolive, Johnson & Johnson, Novartis, and many others. The company serves as appraisers, brokers, and auctioneers of processing, packaging, and laboratory equipment on a global basis.

SUMMARY

EquipNet.com is the largest website in the world for buying and selling second-hand industrial equipment. The supply for this marketplace comes from three main sources; 1) Corporate asset management programs with global manufacturers, 2) Individual manufacturing plant liquidations, and 3) Individual Asset Listings. EquipNet is constantly expanding into new industries and geographies. The role of Supply-Side Marketing Analyst is to provide ongoing analysis on lead and sales activity and manage the marketing strategy within these three areas of supply. This pivotal role in the organization has a direct impact on the success of our sales and marketing strategy.

Job Responsibilities:

- Identify sales targets using various methods (LinkedIn, VisitorTrack, online research, etc.)
- Grow our client database of target companies, facilities and contacts who are key targets for corporate prospecting
- Work to ensure that clients are marked and qualified accurately in our customer database
- Analyze how we obtain leads as well as how and why we win or lose opportunities
- Create SOPs for account development best practices
- Coordinate the creation of supporting materials (presentations, email marketing, flyers, etc.) for various stages of the sales process as well as relevant, SEO rich, collateral material that will increase page rankings in organic search engine results
- Create prospecting lists and strategies in conjunction with the corporate sales team
- Create impactful, easy-to-understand, and customizable corporate presentations that our international sales team will use as support while pitching our services

Requirements

- Dynamic, self-starter who thrives working in fast-paced environment
- Ability to apply analytical skills, successfully manage projects, meet deadlines and maintain attention to detail and accuracy
- Ability to work effectively with and communicate information across various functional departments as well as levels of management
- Project management skills
- Strong detail orientation and high level of organizational skills
- Powerpoint skills a plus
- Excellent work ethic