



## Lead Generation Specialist

CheckSum is seeking a full-time experienced **Lead Generation Specialist** to join its team.

CheckSum is a leading supplier of board test systems and part programming solutions. We help manufacturers test their electronic products faster and more efficiently than was previously possible by testing boards in parallel. Our unique technologies are providing high volume producers the opportunity to improve throughput, reduce costs and improve quality. Our customers are our highest priority, and we are committed to their success.

Work for a company with a proven 30+ years' record of providing test solutions in the board test industry.

You may visit our website for more information at [www.checksum.com](http://www.checksum.com).

### Job Overview

The **Lead Generation Specialist** will drive engagement with potential clients through B2B social media campaigns, including LinkedIn. The position will organize multi-pronged prospecting to generate conversations and leads. The **Lead Generation Specialist** will also analyze results to improve approach.

The ideal candidate is looking to break into a sales career, is self-motivated, and enjoys working independently. This position is full time, provides a full benefits package, and pays \$18.00 to \$22.00 per hour plus bonus opportunities. This position offers a mostly remote work arrangement, with an occasional need to come to the Arlington office. **Key Responsibilities of the Lead Generation Specialist:**

- Organize, execute, and analyze outreach campaigns to initiate connection and drive engagement
- Utilize multiple software tools to organize and implement specific campaigns.
- Manage high volume of daily outbound emails to targeted accounts.
- Assist sales team to drive engagement to identify key stakeholders and decision makers
- Work with sales team to optimize follow up campaigns.
- Monitor, analyze, and report qualitative results of campaigns.
- Discover new leads through internet research, social media monitoring/messaging, by utilizing tools such as LinkedIn Sales Navigator to create targeted contact lists.
- Collaborate with sales team to ensure the company's goals and targets are met.

### What the successful Lead Generation Specialist will have:

- BA / BS in Sales, Marketing or other related field
- Demonstrated experience with B2B sales and / or marketing
- Hyper-organized and analytical
- Experienced project manager
- Skilled at written and verbal communication in English, bilingual in Spanish a plus
- Tech savvy, early adopter of new technology. Quick to master new software tools
- Proficient with Office 365

### Compensation

- \$18.00 to \$22.00 per hour plus bonus opportunities



**CheckSum has outstanding benefits including:**

- Competitive salary dependent upon experience
- Ability to work in an innovative environment with opportunities to continue learning
- Paid time off for vacation, illness, bereavement and holidays
- 100% covered medical benefits for employee (including medical, dental and vision)
- 401(k) Retirement plan with 4% employer match
- Employee recognition and bonus plans
- Flexible work environment

***CheckSum has partnered with All Things HR, an external HR Consulting Company, to assist with their hiring process. If you would like to be a part of this dynamic company, apply today! Resumes and cover letters can be sent to [jobs@allthings-hr.com](mailto:jobs@allthings-hr.com).***