

## Marketing Development Representative

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Company: Solutions by Text

Location: New York

Category: other-general

### About the Role

Solutions by Text is currently seeking a dynamic Marketing Development Representative (MDR) to become a valuable member of our expanding and forward-thinking team. In this role, you can expect competitive compensation in a rapidly evolving and thriving setting. We are in search of an MDR who possesses the ability to cultivate qualified pipeline, driving our success to new heights. This position presents an extraordinary opportunity to make an immediate impact on the company by concentrating on the dedicated generation of lead pipeline.

### Position Objectives

In this role, you will:

Continually drive revenue through outbound prospecting and following up on marketing-sourced leads generated from industry events, account-based marketing, demand generated programs, etc

Have the key responsibility of sending and monitoring high volumes of calls, emails, videos, texts, and LinkedIn in an effort to engage our audience

Provide valuable field insight to help inform and drive growth on the MDR team

Collaborate extensively with New Business Developers, Product Marketing, Content Marketing and other departments to strategize, craft messaging and execution of

account plans

Facilitate strategic discovery meetings with qualified buyers of the SBT Platform

Perform comprehensive account and contact research to prioritize outreach and craft tailored messages that resonate with target personas in our ideal customer profile

Develop in-depth knowledge of SBT's platform and customers to engage in meaningful conversations that convert into business opportunities

Leverage our technology stack: Hubspot, SFDC, ZoomInfo, LinkedIn Sales Nav, Lavendar, Outreach to drive results

Prepare weekly, monthly, quarterly and annual reports on team results to MDR Team Lead

## **Location**

Remote - Plus if in the Northeast!

## **Competencies and Experience**

Previous Outbound experience as an Sales Development Representative

Previous Development Experience with a Payments or Messaging industry background

Demonstrated success in competitive sales environments

Strong written and verbal communication skills

Bachelor's degree in Business, Marketing or a related field is preferred

Growth oriented mindset, thrives off competition, wants to have a career in Sales

Willing to travel for tradeshow and regularly scheduled team planning sessions in multiple locations

## **General Duties and Expectations**

Adhere to the Company's Code of Conduct/Ethics and maintain high ethical standards in all activities.

Foster effective working relationships with other company employees and contribute positively to the team and company culture.

Demonstrate professionalism in all interactions with clients, vendors, business partners, and visitors.

Ensure the security and confidentiality of company, client, and consumer information at all times.

### **About Solutions by Text**

Solutions by Text (SBT) was founded in 2008 with the mission to deliver impactful conversational messaging and convenient payment solutions that are rich, real-time, and compliant. Built on SMS industry best practices, the company is the only compliance-first provider of enterprise texting solutions in the market. More than 1,400 consumer finance organizations, including leading brands in auto finance, banking and lending, trust SBT to ensure convenient, effective, and compliant relationships with their millions of consumers. SBT is headquartered in Dallas, TX with remote teams and offices around the US and in Bangalore, India. For more information, visit <https://solutionsbytext.com/>.

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*Solutions By Text is committed to promoting the values of diversity and inclusion throughout the business. Whether it is through recruitment, retention, career progression or training and*

*development, we are committed to improving opportunities for people regardless of their background or circumstances.*

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