

**Position** Sales & Marketing Specialist

**Role** ViClarity is an award winning software tool that offers clients in both Financial Services and Healthcare Sectors a simple, cost saving solution to their risk and compliance needs. We are looking for a Sales & Marketing Specialist to work at our headquarters in Tralee, Co.Kerry. This dynamic role will involve you reporting to the Business Development Executive concerning ViClarity's domestic and international marketing messaging and the delivery of our products to marketplace. This is a core role at the heart of all operations, from product development through marketing to sales.

**Principle Responsibilities**

- Create and execute lead generation programmes through cold calling, email prospecting and LinkedIn selling
- Manage and build various email lists and campaigns, including the design templates, calls-to-action, and content used in your email campaigns
- Add new leads to the sales pipeline
- Analyse data to determine campaign efficiency
- Collaborate with other internal teams (e.g. Business Development and Sales) to develop and monitor strategic marketing initiatives
- Execute and enhance the current marketing plan
- Identify potential market places and marketing opportunities
- Support the sales team with market insights and competitive analysis
- Collaborate with ViClarity's team to support our website design and content marketing (blog, social media assets, and more)
- Update and adjust WordPress website regularly
- Help bring new ideas for design and content creation
- Develop marketing collateral to effectively communicate ViClarity's message
- Manage the company's social media profiles and presence
- Create shareable content appropriate for specific networks to both spread our brand and our content

**Education/ Experience**

- Bachelor's Degree in Marketing, Business or other related area (desirable)
- Experience in a related role an advantage
- Proficiency with Google Analytics and Content Design tools
- Digital Marketing skills

**Skills/Aptitudes**

# ViClarity

- Excellent communication skills, both verbal and written
- Customer focused mindset
- Attention to detail
- Team player with excellent inter-personal skills
- High level of personal integrity and confidentiality
- Ability to work flexibly to meet changing needs
- Focused with the ability to work on one's own initiative