Lead Generation Specialist

Role Overview

The Lead Generation Specialist will play a key role in driving OnQ Global's growth by identifying, engaging, and qualifying potential clients across the target industry- healthcare. This role focuses on top-of-funnel activities, supporting the business development team by building a healthy, well-qualified pipeline of leads through research, outreach, and strategic follow-ups.

Key Responsibilities

- **Prospect research and list building:** Identify target accounts, decision-makers, and companies in target industries, and build prospect lists, using research databases, LinkedIn, industry directories, and market intelligence tools.
- **Multi-channel outreach:** Contact prospects through cold calls, personalized emails, LinkedIn and social media messages, and digital campaigns, using OnQ's approved messaging frameworks (OnQ Global Pitches).
- **Lead qualification:** Screen leads against OnQ's Ideal Client Profile (mid-sized and large U.S. enterprises, healthcare providers, and other sectors facing labor shortages, rising costs, or operational inefficiencies) and BANT criteria (budget, authority, need, and timeline) to separate casual interest from sales-ready prospects.
- **Nurturing and handoff:** Follow up with prospects on time and hand qualified leads off smoothly to the Business Development team, sharing market feedback to help refine campaigns.
- **CRM management:** Log interactions, update contact records, and track conversion metrics in HubSpot, keeping records accurate for smooth transitions and reporting.
- **Team check-ins:** Participate in weekly check-ins with the sales leadership team to share progress, challenges, and opportunities.

Qualifications & Skills

- **Experience:** Minimum 1 to 2 years in lead generation, sales support, or B2B prospecting, preferably in a contact center, outsourcing, or tech environment.
- **Communication and rapport:** Excellent written and spoken English, with the ability to pitch value propositions and handle initial objections; bilingual abilities are a plus.
- **Sales funnel knowledge:** Understanding of how prospects move from top-of-funnel awareness to closed deals.
- **Tech and tool proficiency:** Comfortable with LinkedIn, HubSpot, email automation, and data-sourcing platforms.
- **Mindset:** Self-motivated, target-driven, and detail-oriented, with a "can-do" attitude that aligns with our core values of Value Creation, Commitment to Quality, and Elevating Others.

- **Industry familiarity:** Familiarity with U.S. healthcare, outsourcing, or technology industries is an advantage but not required; training will be provided.