



# Example of Acquisition Lead Job Description

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Our company is looking for an acquisition lead. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for acquisition lead

- Supporting efforts involving programmatic and budgetary issues facing our Sponsors
- Work with sales and marketing leadership to understand regional and product-specific sales targets and customer buyer personas
- Research EnerNOC customers and prospects, performing quantitative and qualitative analysis of their energy data for the purposes of sales qualification and lead scoring
- Source leads to support the development of direct outreach and content marketing campaigns
- Understand the sales funnel and build a prospect database to ensure the marketing and sales team have a broad enough addressable universe to ensure sales targets are consistently exceeded
- Conduct deep analytics to better understand a prospect's velocity through the sales funnel, providing regular insights to marketing and sales leaders to drive improved performance
- Refine and implement a firmographic scoring model to help the sales organization the highest priority leads
- Ensure prospect database hygiene and regularly propose new processes for improvement
- The practitioner will support the client ensuring all 12 elements of logistics are addressed in support of program implementations
- Interface with Original Equipment Manufacturers (OEMs), contractor support, LEMs, Logistics and Industrial Operations Competencies, In Service Support Centers and Defense managers to support the overall Product Support

## Qualifications for acquisition lead

- Negotiate or oversee the negotiations performed by site acquisition personnel to meet program guidelines
- Evaluate current procedures and recommend changes to improve efficiency of execution of site acquisition program
- Manage the preparation of property owner and tower company applications
- Coordinate, order and track due diligence activities including title, environmental reports, regulatory reports, lease exhibits and engineering plans required for building permit approvals
- Obtain property owner approval on drawings, zoning, and permit applications
- Manage preparation and update of site status reports / databases, site close-out packages, and lead team meetings as required