

Lead Generation & Outreach Specialist (Contractor)

Remote | Nashville, TN (Preferred)

Part-Time Contract | Independent Contractor (1099)

About Willled by Wellness

Willled by Wellness Counseling & Consulting, LLC, founded in 2021 by Dr. Courtney Williams, is rooted in the mission of helping Black women and girls “own their magic.” Through counseling, coaching, consulting, and wellness programming, Willled by Wellness provides individual, group, and organizational support that is culturally responsive, equity-driven, and centered on the unique needs of Black women and the communities they lead. As we expand into our next phase of growth, we are seeking to build a strong pipeline of opportunities, collaborations, and client relationships that position Willled by Wellness as a premier brand nationwide.

Position Overview

We are seeking a Lead Generation & Outreach Specialist (Contractor) to drive growth by identifying, qualifying, and nurturing prospective leads for our counseling, coaching, and consulting services. This role is ideal for someone who is energized by outreach, networking, and connecting with individuals and organizations who align with our mission.

The specialist will be responsible for developing warm leads into active conversations that can be converted into clients, contracts, or community partnerships. As Willled by Wellness grows, this position is designed to evolve into a Partnership Manager role, overseeing long-term relationships with organizations, community partners, and corporate clients.

Time Commitment: Approximately 15 hours per week

Lead Target: Track at least 15 new leads/month and schedule 5 - 7 discovery calls/month

Key Responsibilities

Lead Generation & Outreach

- Research, identify, and qualify prospective clients, organizations, and partners that align with WBW's services.
- Initiate outreach via email, phone, LinkedIn, and networking events to generate qualified leads.
- Maintain and manage a pipeline of leads using WBW's CRM and lead tracking systems.

Relationship Building

- Schedule introductory or discovery calls with prospective clients and partners.
- Represent WBW in a professional, culturally responsive, and mission-centered manner.
- Nurture early-stage relationships to create warm hand-offs for the CEO or relevant WBW team members.

Collaboration & Growth Development

- Work closely with leadership to understand WBW's service offerings and strategic goals.
- Contribute insights about market trends, audience engagement, and partnership opportunities.
- Track progress toward monthly and quarterly lead goals, adjusting strategies as needed.

Pathway to Partnership Manager Role

- Demonstrate consistent success in generating high-quality leads and conversions.
- Expand responsibilities to include managing and sustaining organizational partnerships.
- Develop systems to grow WBW's corporate and community partner network nationwide.

CRM Tools & Technology

Experience with tools like HubSpot, Pipedrive, Zoho CRM or HoneyBook preferred.

Qualifications

Required

- Proven experience in sales, business development, community engagement, or lead generation.
- Strong communication skills (written and verbal) with the ability to connect authentically with diverse stakeholders.
- Self-motivated, organized, and results-driven with the ability to work independently.
- Commitment to equity, diversity, and inclusion with a passion for serving Black women and BIPOC communities.

Preferred

- Experience working in wellness, mental health, coaching, or nonprofit sectors.
- Familiarity with CRM systems and digital marketing tools.
- Established professional network in Tennessee and/or the DMV region.

Desired Attributes

- Bold and creative connector who thrives in networking and outreach.
- Entrepreneurial mindset with the ability to spot opportunities and act quickly.
- Excellent follow-through and attention to detail.
- Excited about growing with WBW into a leadership role.

Compensation

- Competitive contract rate based on experience.
- Performance-based incentives for lead conversion.
- Opportunity for role expansion into a salaried Partnership Manager position within 12 - 24 months.

Application Process

To apply, please submit a resume and a short cover letter describing your experience with lead generation, outreach, or community engagement—and why you are excited to grow with Willed by Wellness. Applications will be reviewed on a rolling basis until the position is

filled. Contact Information For questions or to submit your application, please email:
admin@willedbywellness.com

Equal Opportunity Statement

Willed by Wellness is an Equal Opportunity Employer. We are committed to building a diverse team and fostering an inclusive environment. All qualified applicants will receive consideration without regard to race, ethnicity, religion, gender identity, sexual orientation, age, disability, or any other protected status.