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**Job Title:** Sales Development & Market Intelligence Specialist

**Department:** Marketing

**Reports To:** Chief Marketing Officer (CMO)

**Job Type:** Full-Time, Independent Contractor

**Location:** Remote, U.S. Preferred

**Contract Length:** Contract ends December 31, 2025

### **Who We Are**

At Rebellion Energy Solutions, we are ensuring that social and environmental value is included in our nation's energy equation. With over 120,000 abandoned or orphaned oil and gas wells nationwide, we are committed to bringing energy, environment, and carbon markets together to drive responsible completion of the oil and gas well lifecycle on behalf of all our neighbors.

Using carbon markets, we are incentivizing the clean-up of orphan wells and providing a platform for investment in sustainability. We are committed to decommissioning legacy oil & gas wells properly and restoring lands with pride of ownership and a legacy of health and beauty for future generations.

### **About the Role**

The opportunities ahead of us for orphan well clean-up and land restoration at scale are great. As our work and team expand, we are seeking a Sales Development & Market Intelligence Specialist to join our team on a contract basis. The Sales Development & Market Intelligence Specialist will be a key player in driving outbound lead generation and customer engagement strategies. The primary focus will be identifying, initiating, and nurturing relationships with high-potential prospects, while providing the sales team with timely, relevant intelligence that accelerates the sales funnel.

As a member of the Marketing Team, the Sales Development & Market Intelligence Specialist will help raise awareness of and grow demand for Rebellion's distinct product offerings and serve as a strategic connector between research, outreach, and early-stage sales engagement—owning the top of the funnel and helping convert interest into pipeline. This role requires a hands-on, proactive approach to outbound sales development alongside research and operational support. This is a full-time, independent contractor position through December 31, 2025, with the potential for extension or transitioning to a full-time employee role after the initial term.

### **Responsibilities**

- **Outbound Sales Development & Lead Engagement**
  - Proactively initiate outbound outreach (via email, LinkedIn, and phone) to connect with qualified prospects and articulate Rebellion's mission and value proposition.



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- Serve as the first point of contact for inbound and outbound leads, qualifying interest and scheduling discovery meetings for the sales team.
  - Build rapport and maintain engagement with early-stage leads through personalized follow-up, content sharing, and light nurturing.
  - Partner with the CMO and sales leads to design and execute targeted outbound campaigns based on personas, sectors, and market trends.
- **Lead Research & List Building**
  - Utilize a variety of platforms (LinkedIn Sales Navigator, ZoomInfo, Allied Offsets, other industry databases, etc.) to identify qualified leads based on target personas and sectors (e.g., ESG, procurement, sustainability).
  - Build and refine segmented prospect lists with enriched contact data and company details.
  - Track news, funding rounds, ESG reports, and corporate commitments to uncover new sales triggers and opportunities.
- **Sales Operations & Admin Support**
  - Maintain clean, accurate data within the CRM (Salesforce), including lead status, activity history, and metadata.
  - Create and update sales playbooks, lead tracking sheets, and pipeline reports.
  - Generate weekly and monthly reporting dashboards on lead conversion, outreach performance, and pipeline progression.
- **Marketing Insights & Competitive Intelligence**
  - Monitor and summarize competitor positioning and relevant industry trends.
  - Provide on-demand research briefs and prep documents for prospect meetings and RFPs.
  - Collaborate with Sales Development Representatives (SDRs) and the CMO to optimize outreach sequences and identify high-opportunity accounts.
  - Proactively conduct initial outreach to prospects on assigned lead lists and help surface those with higher closing potential for prioritization by the sales team.

Because we know that the nature of the work that we do requires charting a new path and shifting a legacy culture within the oil and gas industry, we also value transferable skills from complementary industries and lived experiences that have offered a training ground for developing the competencies needed to excel on our team and in this role. The successful candidate for this role will have a mix of the following qualifications, competencies and commitment to our core values:



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**Qualifications:**

- A passion for environmental justice and sustainability and desire to help chart a course in an emerging field.
- 1–3 years of experience in outbound sales & operations, business development, market research & analytics, or similar roles.
- Strong experience with lead research tools (e.g., LinkedIn, ZoomInfo, ect.).
- Proficient in Excel/Google Sheets and CRM platforms (preferably Salesforce).
- Highly organized, detail-oriented, and able to manage multiple projects and deadlines.
- Analytical mindset with a natural curiosity for problem-solving and pattern detection.
- Interest in sustainability, ESG, or carbon markets is a strong plus.
- Availability during core working hours of 9am-4pm CST.

**Bonus Points for...**

- Experience in a B2B startup or climate tech company.
- Knowledge of sustainability frameworks (e.g., SBTi, GHG Protocol, VCM standards).

**Key Competencies:**

- **Analytical Thinking:** Utilizes strong analytical skills to evaluate metrics, interpret data, and make data-driven recommendations.
- **Detail-Oriented:** Demonstrates precision and accuracy in handling data, reports, and operational processes.
- **Initiative & Self-Motivation:** Take proactive action without waiting for direction – hunts for opportunities, follows up consistently, and drives next steps independently. Proactively identifies and resolves challenges with minimal supervision.
- **Organization and Time Management:** Exceptional ability to prioritize tasks and manage competing deadlines in a fast-paced environment.
- **Tech Savvy:** Skilled at using and optimizing digital tools for collaboration, data management, and communication.
- **Communication Skills:** Exhibits excellent written and verbal communication skills to effectively convey messages and collaborate with internal and external stakeholders at all levels of an organization.
- **Continuous Improvement Mindset:** Actively seeks opportunities to improve workflows, processes, and efficiencies.
- **Adaptability and Desire to Learn:** Demonstrates adaptability and willingness to learn, embracing challenges and evolving within a dynamic and emerging industry.
- **Interdepartmental Collaboration:** The ability to collaborate with other teams and communicate insights to stakeholders.
- **CRM and Data Hygiene:** Demonstrates strong data management practices by maintaining clean, accurate, and up-to-date records in CRM systems to support outreach, tracking, and reporting.



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- Strategic Insight Generation: Translates research findings into actionable sales intelligence that enables more targeted go-to-market strategies.

### **Core Values:**

We are guided by our core values. As we evolve as an organization, we seek to help you live these values daily.

- **Rebellious Individuality:** Our work culture encourages you to bring your true self to the table.
- **Authentic Communication:** We nurture an open and honest team environment that allows you to share transparently in the spirit of collaboration and problem-solving, while also holding space and listening to others with the intent of understanding and finding common ground.
- **Unlimited Collaboration:** The issues we seek to solve are often layered and impact communities. To find sustainable and just solutions, everyone is welcome, always.
- **Creative Thinking:** Working in an emerging industry, it is essential that you are comfortable being uncomfortable.
- **Genuine Solutions:** Don't focus on why we can't, rather on finding a way we can.

### **Compensation**

The compensation for this full-time, contract position starts at a rate of \$44/hour and is based upon expertise, years of experience, and a verifiable track record of results. This is an independent contractor role, with the contract term ending December 31, 2025, with the potential for extension or full-time employee role after the initial term. As an independent contractor, the successful candidate will not be eligible to participate in our company benefits program.

### **How to Apply**

If your skills, knowledge, experience, and passion for environmental justice and sustainability align with the qualifications, competencies, and values shared above, we invite you to share your interest in this exciting opportunity.

Even if you don't "check all the boxes" above, we want to hear from you! We value the lived experiences and transferable skills that you feel make you an excellent candidate for this role and welcome the opportunity to learn more about them.

Complete our online application and submit your resume [here](#). We look forward to hearing from you!