

## Demand Generation Specialist



Phone :  
Web :

### Job Summary

---

Vacancy :

Deadline : Sep 29, 2024

Published : Aug 29, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

---

We are seeking a driven Demand Generation Specialist to join our team. In this high impact role you will be responsible for developing and executing strategic programs to grow priority industries & segments (enterprise, government, and others) and ensuring alignment between marketing and sales. This is a highly collaborative role, working with designers, paid media managers, business development representatives, events marketing, revenue operations and more.

You're a strategist at heart who loves to roll up their sleeves and get things done. You have a solid understanding of different b2b growth channels (SEO, paid media, outbound, ABM, events) and how to effectively measure said channels.

### Responsibilities:

- Manage multi-channel marketing campaigns for target industries, including content marketing, paid channels, ABM, events, and webinars.
- Be accountable for revenue: report on ARR and pipeline, not leads.
- Collaborate with the sales team to understand segment pain points and develop marketing campaigns that effectively address these challenges.
- Collaborate with the product team to align marketing messaging with product features and benefits for segments.
- Leverage marketing automation tools and collaborate with the broader team on lead nurture.
- Optimize unit economics for strategic segments.

### Qualifications:

- You have experience in enterprise growth marketing or a similar role, preferably in a B2B tech company. (1+ years in B2B, 3+ years in marketing)
- You're up to speed on modern demand generation and new tools.
- You have a strong understanding of enterprise sales cycles, buyer journeys, and account-based marketing strategies.
- Experience running multi-channel campaigns, from concept to delivery.
- Top notch analytical skills with the ability to interpret data, identify trends, and make data-driven marketing decisions.
- Proficiency in marketing automation tools, CRM systems, and analytics platforms (HubSpot, SFDC, Google Analytics, Tableau).
- Strong project management skills with the ability to manage multiple initiatives and meet deadlines.
- You know it's a team effort, so you have a collaborative mindset with the ability to work effectively in cross-functional teams.
- You are an innovative thinker who consistently brings forward new growth ideas, along with a clear framework for measuring success.

## Education & Experience

---

### Must Have

---

### Educational Requirements

---

**Compensation & Other Benefits**

---