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# Example of Demand Generation Manager Job Description

Our company is hiring for a demand generation manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for demand generation manager

* Forecast, measure, analyze and report on the impact of demand generation programs on sales pipeline, revenue and sales cycle length
* Possess a working knowledge of SEO, SEM, LPO, and email marketing
* Know the ins and outs of Salesforce
* Meet with consumer, remodeler, builder, architect, designer, developer and brand experts to determine future marketing needs and actions
* Develop digital, print, and broadcast advertising campaigns that communicate the Robern message and can be tied back to revenue via Associations, Publications, Social Media
* Establish Robern marketing automation including prospect, lead and contact management
* Track and report on performance of all strategies and campaigns to understand what is working and what’s not working
* Optimize lead generation programs to improve conversion rates, including maintaining TSL and Marketing automation scores tailored to Canada, and analyzing lead generation programs from the point of view of effectiveness and outcome
* Educate sales team on lead routing, and process, ensuring lead follow-up, tracking SLA’s and response times on leads, continuously measuring program performance and lead quality
* Generate a steady flow of MQL’s to meet lead goals by developing, executing and optimizing lead nurture programs

## Qualifications for demand generation manager

* Enterprise and Services Marketing experience (Cloud related and B2B experience a plus)
* Proven success driving lead generation initiatives and conversion to revenue, aligning with business and revenue goals
* Experience with using and creating reports from sales and marketing tools (Hubspot, Marketo)
* College degree in Business, Marketing or Communications preferred
* Exceptional written and verbal communication skills (influential/copy writing a plus)
* Experience writing copy for event promotions, including but not limited to, websites, emails, newsletters, and campaign ads