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# Example of Demand Marketing Manager Job Description

Our company is growing rapidly and is looking for a demand marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for demand marketing manager

* Identify new channels for inbound lead generation, including direct marketing, email marketing, paid search, content syndication, social advertising, webinars
* Develop and maintain comprehensive account profiles and target personas working with Corporate Marketing team
* Utilize repeatable processes for lead generation and follow-up
* Utilize marketing software tools for program evaluation
* Build & execute an annual strategic and tactical demand plan creating leverage and efficiency across Physical DM, driving greater marketing ROI, and managing within the constraints of a budget
* Execute demand generation activities and pipeline acceleration activities for use by the field, and align these activities with local follow-up
* Engages in an active feedback loop with the global marketing leadership team, other Demand Marketing Managers and the Global Marketing Team as a whole
* Work with global marketing team to improve the quality and effectiveness of integrated inbound and outbound programs with a focus on learning and driving continual improvements to business results
* Optimize our lead nurturing processes through digital, email, content, and social channels
* Development of a social media strategy and efforts for Physical DM including blog and twitter posts

## Qualifications for demand marketing manager

* 3+ years experience at a B2B SaaS company
* Experience working with global teams, with an understanding of the marketing and business nuances in other regions worldwide, is preferred (specifically EMEA, JAPAC and Latin America)
* Excellent verbal and written communication skills, with the ability to present complex ideas and influence executive leadership (portfolio/samples of writing will be requested)
* Strong interpersonal skills and embraces challenges and works proactively
* CRM (e.g., Salesforce.com) and marketing automation systems (e.g., Eloqua) experience is desirable
* Ability to be both tactical and strategic