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# Example of Demand Marketing Manager Job Description

Our company is hiring 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

* Manage an external appointment generation team
* Keep abreast of the latest web/mobile, search marketing, display and paid social industry information, trends and opportunities
* Oversee the creation of powerful, relevant, brand-aligned digital content to forge and deepen engagement and customer relationships for IoT University Platforms
* Understand the learning landscape to identify linkage opportunities to the existing and future business, both internally and with external partners
* BS or BA in Marketing, Business Administration, Computer Science, or related field required
* Minimum 7 years of B2C/B2B digital marketing experience, ecommerce and lead generation experience required
* Stay on the pulse of marketing partners and programs
* Create, manage, measure and optimize digital programs to create inbound inquiries for new business and potential opportunities
* Develop digital marketing strategy and tactics to support multi-channel digital marketing – website, blog, social
* Develop and execute traffic generation, nurturing and customer acquisition across digital channels – web, SEO, paid search

## Qualifications for demand marketing manager

* Ability to work out of our Arlington, VA office preferred
* Others to plan, execute, and communicate effectively in midst of change
* Bachelor degree above, with priority of data analysis related majors
* Maintain active reporting metrics, making recommendations on what to continue and/or stop as campaigns develop
* Ability to implement campaign using internal resources (brand, digital, campaign and marketing operations team) without agency support
* Partner with internal teams, building consensus and accountability with all contributors