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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

* Own full cycle acquisition marketing programs including customer segmentation and targeting, building awareness and driving online conversion, engagement and winback
* Partner with corporate & regional marketing, to gather requirements for the building of automation campaigns, aligning the goals of the campaign to lead generation targets and priorities
* Work with marketing operations to turn the campaigns into revenue drivers, using best practices in marketing automation, lead management and revenue performance management
* Collaborate on analyzing and interpreting data from marketing systems and tools to optimize campaigns based on generated reports
* Identify and manage the appropriate resources and providers to ensure that projects are completed on schedule, within budget and conform to global brand and campaign guidelines that align the proper tone, style, and look and feel
* Make ongoing recommendations to ensure processes improve and creation of materials and templates are completed in the most effective and efficient manner
* Develop and document clear processes to drive efficiency and best practice for marketing campaigns and lead management
* Drive consistency and best practice end to end lead management processes
* Work with 3rd party agencies to execute all campaign related activities – Email, configurations, and data segmentation
* Manage and drive best practice within regions for all marketing automation campaigns, lead management and Demand operations projects & processes

## Qualifications for demand marketing manager

* Small and medium business marketing experience a plus
* At least 5+ years of previous marketing experience within the software or technology space
* Reporting program metrics and ROI to articulate the success of the program plan including recommended adjustments to the plan to course-correct success as required
* Able to lead through influence and build consensus via collaboration across all functions and levels in the organization
* Experience managing agency and freelance relationships
* Experience with Salesforce Eloqua or other marketing automation systems