



Example of Demand Marketing Manager Job Description

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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

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- 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