



Example of Generation Manager Job Description

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Our company is growing rapidly and is looking to fill the role of generation manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for generation manager

- Oversee and control project finances with an objective to maximize financial efficiency
- Actively strives to optimize overall resource planning and resource utilization
- Act proactively to avoid/ minimize risk and turn situations into opportunities
- Perform monthly and fortnightly reviews with the team, monitor and control the performance of project(s) in execution to ensure project completion
- Participate in pre-sales discussions and risk reviews and execution of strategies with proposal team and functions
- Manage and track engagement and results across channels leveraged for each campaign
- Create A/B tests to increase conversions, open/click rates and customer engagement
- Develop email creative briefs for content development
- Motivate and develop a group of agents, to deliver excellent performance and customer experience through feedback and effective coaching, meet contractual obligations
- Support where required with the Recruitment and L&D team to define specific recruitment and training needs

Qualifications for generation manager

- Minimum 6+ years B2B marketing, demand gen or related experience
- Experience with content roadmap/strategies

- Knowledge of construction technology (Simple Cycle, Combined Cycle, Pulverized Coal, Circulating Fluidized Bed, Nuclear)
- Company practices, process, and related impact on project activities
- Project budgeting process and tools