



Example of Demand Generation Manager Job Description

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

Responsibilities for demand generation manager

- Partner with the Demand Generation teams in planning and executing marketing campaigns, monitoring performance results
- Drive overall product sales/growth (NBB, cross sell / upsell programs)
- Identify market opportunities and deeply understand target segments to evolve and help execute the campaign strategy and messaging
- Deliver efficient and effective programs that result in high-quality sales leads or advance existing pipeline opportunities
- Define the marketing plan & annual calendar to drive demand for products and then accelerate leads through the funnel to deliver qualified leads that result ultimately in revenue-generating opportunities
- Define and lead the tactic and channel mix development and project managing the multi-channel campaigns, working collaboratively with shared support teams to execute initiatives
- Oversee the Hospitality Cloud website – monitor and analyze web traffic and provide solutions and suggestions for increased effectiveness
- Develop and oversee nurture programs
- Communicate campaign efforts to management, sales teams and CS teams for organizational alignment
- Work with sales operations on sales process & sales enablement

Qualifications for demand generation manager

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- Experience with event registration campaigns and promotional activities
- Proven examples of driving over 5,000 registrations to any one campaign
- Knowledge and understanding of complex sales organizations with a passion for doing marketing that helps the bottom line and drives business
- 6+ years marketing and/or sales experience with a passion for cloud computing
- Proven track record in driving successful digital campaigns