



## Job Description Template

# Demand Generation Manager

### Company Overview

[Company] is one of the fastest growing players in the [industry] space, on a mission to [vision]. We are looking for a Demand Generation Manager to orchestrate and execute demand-generation initiatives, delivering revenue-generating inbound leads from customers and prospects.

### Role Overview

As Demand Generation Manager, you will develop and execute demand-gen initiatives to capture and nurture inbound leads across multiple channels. Reporting to our [VP of Marketing], you will be responsible for delivering integrated marketing programs using webinars, content, email, social, lead nurturing, partner marketing, events, and analytics.

### Key Responsibilities

- Develop and implement comprehensive demand-generation strategies to capture and nurture leads across various channels.
- Collaborate closely with cross-functional teams to align demand generation efforts with overarching business objectives.
- Orchestrate inbound and outbound marketing channels to maximize lead generation, including SEM, email, social, and web.
- Analyze and interpret key performance metrics, providing insights to refine and enhance demand generation initiatives.
- Plan, execute, and measure the effectiveness of demand generation campaigns, making data-driven decisions for continuous improvement.
- Foster a seamless and impactful customer journey through effective communication and collaboration with internal teams.
- Manage operations within budget guidelines, exhibiting fiscal responsibility in demand-generation activities.
- Utilize analytical skills to assess market trends, customer needs, and competitor activities to inform demand-generation strategies.

## Requirements

- [# years] of demonstrated success in demand generation roles, preferably within the vibrant [industry] sector.
- Proven expertise in crafting and executing demand generation campaigns, showcasing tangible contributions to business growth.
- Proficiency in using diverse channels – from SEM and email to social and web – to drive innovative and effective lead-generation strategies.
- Highly proactive, self-starter willing to get stuck in, combining strategy and execution.
- Track record of developing and executing demand-generation strategies that build predictable, scalable pipelines.
- Strong project management skills: organized with attention to detail and the ability to prioritize and manage multiple projects.
- A deep understanding of the sales process and how demand generation generates and influences revenue.

### Top Tips:

- **Mission and purpose:** Sell the purpose & mission of your organization.
- **Growth trajectory:** Highlight the company's growth to date & plans for the future.
- **Success metrics:** Articulate the measures & milestones to give a tangible view of success.
- **Focused requirements:** Keep job requirements concise & realistic.
- **Earning potential:** Include the earning potential, salary, & other perks where relevant.

## About Stott and May

Founded in 2009 Stott and May are a professional search firm with a passion for helping leaders achieve complete confidence that they have hired the right talent, first time in fiercely competitive markets. We believe you should never have to make the choice between quality of candidate and time to hire.

As a result, our business has been founded on the principle of offering a premier standard of search service delivered in vastly accelerated timescales, that our competition simply cannot match. Because after all this is about more than just recruitment, it's about turning your business vision into reality.

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