

Director of Demand Generation (B2B SaaS company)

About the opportunity:

- Drive strategic worldwide persona-based integrated marketing campaigns to drive customer acquisition, nurture and engagement across digital channels including email, ads, social, virtual events.
- Turn our mission, product messaging and engaging content into appropriate narratives, to reach the right people at critical points in their buyer journey
- Design and execute strategic programs to attract leads and nurture them towards sales opportunities.
- Develop Account Based Marketing (ABM) programs - working closely with sales and product marketing to identify target accounts and execute successful campaigns to drive revenue.
- Continuously test, measure and improve the quality of campaigns to maximize growth while optimize costs.

About you:

- 3-5 years of demand generation experience in a SaaS or software company
- Proven prior success of building and running digital marketing campaigns, with an emphasis on ABM
- Experience using martech tools such as Hubspot, Salesforce, Terminus, Zoominfo to optimize