

Marketing Manager, Demand Generation

The Marketing Manager, Demand Generation is a savvy, highly analytical B2B marketer with the technical chops, drive and know-how to fuel the rapid growth of Hiperos and its parent, Opus Global. The right candidate for this position has a passion for moving the dial of the company's sales metrics and has the data prowess to show it.

This is an exciting opportunity to work with a small, yet highly skilled marketing team to influence the growth trajectory of Opus Global, as it invests in Hiperos to set the stage for further acquisitions. The Marketing Manager, Demand Generation will be in the driver's seat to build out the demand generation and digital marketing function for Hiperos and the Opus Global group using the latest leading-edge marketing technology and is expected to establish the company as a world best-practice leader in the discipline.

The role reports to the VP of Marketing Operations and can be based in Palo Alto, CA or Branchburg, NJ.

Job Responsibilities

- Drive a comprehensive demand generation strategy to attract site traffic, converting that traffic into new leads, and nurturing those leads into qualified opportunities for our Account Development Reps (ADRs) and Account Executives
- Design, develop and deliver scalable marketing funnel plans across the top, middle and bottom of the funnel aligned to Hiperos and group product marketing goals and pipeline targets
- Optimize marketing automation and lead nurturing through email, content, web and social channels
- Increase lead acquisition by conversion through calls to action, landing pages, and lead generation content
- Actively manage Marketo RTP to create dynamic, personalized experiences for website visitors with an aim to increase conversions
- Strive to improve key marketing influence metrics including visitors, conversions, MQLs, SQLs and Opportunities
- Provide coaching to sales team members on effective prospecting tactics and processes; establish SLAs

- Monitor and optimize lead scoring, predictive analytics grading, nurture programs and campaigns

Skills and Experience

The ideal candidate will have a proven track record of enabling marketing funnel growth and managing campaigns from concept to ROI analysis. You must be comfortable with continuously changing priorities and possess the following:

- BA/BS in Marketing, Finance, Management, Communications or similar
- 5+ years of combined experience in digital marketing and demand generation for a B2B software company (SaaS-based platforms preferred)
- Strong knowledge in B2B lead generation best practices across the full range of digital marketing channels, including content marketing, affiliate partnerships, email, social media, Google Analytics, SEO and SEM/PPC
- Ability to conceive and execute highly targeted display, remarketing, video and social campaigns
- Deep understanding of using data, research and insights to drive future business decisions; ability to distill and tailor complex information for various audiences
- A perpetual appetite for investigating and implementing new technologies with little oversight or technical support
- Guru-level expertise in the Marketo and/or Pardot marketing automation platform
- Salesforce proficiency to manage campaigns, the lead to opportunity lifecycle and configure and generate reports and dashboards
- MS Excel skills at the level where VLOOKUPS and Pivot tables are second-nature
- Bonus technical skills: Adobe Creative Suite, Camtasia, HTML/CSS
- Ability to prioritize, multi-task and thrive in a fast-paced environment where excellent organizational skills and project management expertise are required
- An ability to be persuasive yet tactful; possess a positive attitude and sense of humor that inspires those around you whether you're in the throws of a critical deadline or at a corporate event