Open Position
Posted 1-20-16
Full Time Position

Demand Generation Manager:

Scratch-it is seeking a Demand Generation Manager. This talented marketer will be responsible for developing, executing and tracking marketing programs to generate and nurture leads and engage prospects. This position will report to the VP of Sales and Marketing. Position will interface extensively with all levels of leadership. This requires complex strategic thinking, financial and technical knowledge, project management skills, process development and documentation, and strong leadership and management skills.

Your Role:

- Manage day-to-day execution of lead generation programs, such as nurture systems, online ads, content syndication and webinars.
- Empower your team of marketers to achieve effectiveness targets and lead goals.
- Analyze campaigns and programs for effectiveness, including owning ongoing optimization of 3rd party lead programs, including webinars, content syndication or virtual events.
- Maintain a deep understanding of Scratch-it's buyer personas and lead-to-revenue stages to inform campaign offers and positioning.
- Provide weekly updates on performance towards the lead gen goal as well as campaign performance.
- Research and vet out new channels and vendors to expand our reach.
- Ensure that all assigned projects meet time and budget constraints while maintaining high quality deliverables.

You're Good At:

- Performing high quality work with minimal supervision.
- Strategic thinking - A deep understanding of full-funnel marketing metrics, testing & optimization, and multi-touch attribution to make smart data driven decisions.
- Managing and executing B2B direct marketing lead generation programs, including managing 3rd party vendors
- Identifying and putting in place repeatable frameworks and processes.

- Building, growing, leading and managing a demand generation team.

You're:

- A Communicator: You possess strong communication skills and enjoy working as a team.
- Team-Oriented: You're capable of embracing the ideas of others (even if they conflict with your own) for the sake of the company and our clients.
- Relentlessly results driven; analytical with a natural curiosity to test (including A/B), measure, learn and iterate in order to get the best results possible
- Highly self-motivated with a sense of urgency and strong attention to detail
- Experienced with Salesforce.com and Hubspot (or other marketing automation platform).
- Currently a B2B demand generation marketer in the software space (preferred).
- Always innovating: Creating new ways to attract leads and help convert them into customers

Us:

Scratch-it is a platform to design, distribute and manage interactive Reveal Marketing messages. With the power of data we empower our clients, giving them the ability to engage more people and make stronger impressions on their audience. Our team is made up of unique and talented individuals that have a passion for innovation. We are constantly sharing knowledge, learning from those around us, growing, and having fun.

Find us on the web: www.scratch-it.com
Find other positions we are hiring for: http://blog.scratch-it.com/careers/

Application Process

- Send your resume and cover letter to careers@scratch-it.com
- Please do not call to request status update of the positions, we will contact you with further details.