

## Demand Generation Manager

### Position Summary

The focus of this role is to drive regional revenue growth via lead generation in alignment with Prosci's commercial plan and corporate marketing approach and Prosci's market share and brand awareness across their region, based on a reputation of our results-oriented approach.

The role is responsible for planning and implementing fully integrated, multi-channel marketing campaigns. This includes implementing campaigns created by corporate.

### In this role you will:

- Drive client engagement through inbound marketing, lead generation, account based marketing, and other demand generation strategies
- Manage execution and regionalization of campaign strategies provided by corporate including:
  - Editing content for local audiences
  - Coordinating translations
  - Meeting project deadlines and providing regular status updates
  - Working with local agencies as needed
  - Ensuring all tactics and content are aligned with our style guide and are done with the highest quality
  - Report on metrics and results, provide feedback and recommendations based on your market
- Create regional specific marketing campaigns aligned with Prosci's strategic plan in an omni-channel fashion, while considering different points of the customer journey, personas, and funnel stages. This could include:
  - Email blasts and digital ads for upcoming public training programs
  - Nurture programs to improve conversion rates of leads to opportunities or leads to ecommerce sales (in conjunction with corporate to avoid overlap)
  - ABM campaigns in conjunction with the local growth team to target regional accounts and opportunities
  - Inbound marketing to generate Advisory and Enterprise leads
- Conducting market research and provide reports on findings while illustrating data with graphs and translating complex results. This could include:
  - Gather information on competitors, and conduct analysis on their sales, price and methods of distribution and marketing to thoroughly learn about the organization
  - Conduct research regarding marketing strategies and consumer opinions

- Collect and analyse data regarding customer preferences, demographics, and needs to better identify market potential and factors influencing product demand
- Measure the effectiveness of advertising, marketing and communication strategies
- Engage in continual results tracking through the marketing and sales funnel – from early engagement indicators (e.g. Clicks) and top-of-the-sales-funnel indicators (e.g. lead creation, conversion rate) to sale.
- Based on careful review of results, alter strategies and tactics for optimal return on effort and investment
- Carefully manage budget and expenditures, providing monthly reports to finance and adjusting spend in alignment with organizational financial needs

**Required skill, qualifications, and experience:**

- Bachelor's degree/Certificate or equivalent experience
- 5+ years of relevant experience in digital marketing in a B2B professional services environment, or advertising agency account service experience with B2B clients
- Demonstrated ability to drive revenue growth through both lead generation and ecommerce channels
- Knowledge of best practices in B2B marketing automation, demand generation and lead nurturing
- Experience planning and executing fully integrated, multi-channel global campaigns, including:
  - Establishing objectives, defining strategies, and creating project plans
  - Orchestrating tactical executions with creative partners
  - Proven experience with marketing automation tools (e.g. Marketo, Pardot, Eloqua, HubSpot). HubSpot experience preferred.
  - Experience working in Salesforce.com, Google Adwords and Analytics as well as experience working in a content management system.
  - Experience in combining digital and social media platforms to create a holistic, integrated approach
  - Daily management and analysis of results data to make effective, data-validated decisions.
  - Integrating marketing activity with sales and tracking early engagement activity all the way through the sales funnel to revenue

**About Prosci:**

Founded in 1994, Prosci is a global leader in change management and the provider of choice for 80% of Fortune 100 companies. Prosci combines scientific research with the

people side of change to deliver results-focused solutions that enable clients to achieve change outcomes and grow organizational change capability. Prosci maintains the world's largest body of change management research—the basis for the company's tools, methodologies, services, and role-based development programs. To date, Prosci has certified over 65,000 change management practitioners worldwide. The company is headquartered in Fort Collins, Colorado, with offices in Halifax, Canada, and Sydney, Australia, and more than 25 certified Prosci Partners around the globe. Prosci is continually expanding directly and through its partner network to ensure change success for clients no matter where they are located.

Prosci is committed to creating an inclusion and diverse culture. We encourage qualified applicants without regard to race, color, religion, sex, sexual orientation, or expression, national or ethnic origin, age, disability, or any other legally protected characteristics to apply.

**If this role interests you, please submit your resume to [resumes\\_can@prosci.com](mailto:resumes_can@prosci.com).**

**We thank all applicants for their interest; however, only those selected for an interview will be contacted.**