

<b>Title</b>	<b>Demand Generation Manager</b>
<b>Business</b>	<b>Marketing</b>
<b>Reports to</b>	<b>Director of Marketing</b>

## Demand Generation Manager

We are hiring a Demand Generation Manager to lead Advocate's marketing outreach efforts. As a successful hire, you will be responsible for generating leads, qualifying leads, and handing off qualified leads to the sales team. We are looking for someone who can be an effective storyteller of the Advocate brand.

To be considered for this position, you will need a bachelor's degree in business, marketing, communications, or related field. You will also need to have proven experience in running a successful demand generation program. High competency in project and stakeholder management is a huge advantage.

### Role:

The Demand Generation Manager will be located in our Norcross headquarter location and report directly to the Director of Marketing. To be successful, the individual in this role must be a confident self-starter that possesses strong leadership skills but one who thrives within a collaborative work environment.

The ideal candidate will exhibit:

- Strong interpersonal, written, and oral communication skills
- Experience within IT including fluency in key trends
- Process-driven thinking style with strong attention to detail
- Effective time management skills and the ability to multitask
- Flexibility to adapt to changing priorities as dictated by business performance
- Organization and planning skills
- Professional and proactive work ethics
- Excellent active listening skills

### Responsibilities:

- Own and manage marketing lead channels and referral programs
- Create and validate leads through various marketing campaigns and channels
- Drive the lead progression processes between marketing and sales
- Research organizations and individuals to find new opportunities
- Segment leads and accounts based on market-driven trends



- Develop lead targeting campaigns based upon account-based marketing objectives
- Support sales and demand generation efforts
- Uphold and refine marketing and sales processes and procedures

## Requirements:

- Five (5) years of experience in demand generation, marketing or sales operations, or related field
- Bachelor's degree in business, marketing, communications, or related field
- Competency in LinkedIn Sales Navigator
- Competency in Salesforce
- Basic knowledge of account-based marketing tools such as Demandbase or Zoominfo
- Basic knowledge of marketing automation software such as Pardot
- Competency in Microsoft applications including Word, Excel, PowerPoint, and Outlook

## Opportunities:

- Work for a rapidly growing company with expanding new solution sets in evolving markets
- Named one of the Top 100 Workplaces by The Atlanta Journal-Constitution
- Market to IT leadership at Fortune 2000 organizations
- Opportunity for rapid career advancement

## Rewards and Benefits:

- Competitive base pay
- Incentive bonus plan
- 3 weeks paid time off
- 2 flex holidays
- 2 paid days off for community service
- Comprehensive benefits package
- Medical/dental/vision benefits
- Company matched 401(k) with immediate vesting
- Flexible work arrangement to support a good work-life balance
- Professional development with a long-term career path
- Continuing education and training reimbursement
- Paid employee referral program
- Conveniently located in Norcross, GA

Advocate works with smart companies, experts in their fields, to transform technology investments. We leverage our Technology Business Management (TBM) framework to help IT leaders move beyond bits and bytes and measure ROI in terms of business outcomes.



If you'd like to join the Advocate team, send your cover letter and resume for consideration to:

[https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=29440679-d847-41e4-b32c-797f44374111&cclid=19000101\\_000001&type=JS&lang=en\\_US](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=29440679-d847-41e4-b32c-797f44374111&cclid=19000101_000001&type=JS&lang=en_US)