

# LEAD GENERATION CAMPAIGN MANAGER

This position is responsible for managing and assisting with execution of lead generation campaigns with the ability to motivate the team and drive results.

**Position Description:** Campaign Manager, Lead Generation

## **Responsibilities:**

- Manage and assist with execution of lead and demand gen campaigns
- Manage day-to-day communication with clients and internal resources
- Drive campaigns with tools focused on data, marketing automation, CRM, content marketing, engagement, and conversion optimization
- Be highly visible both with clients and internally
- Consult through analysis, tools, expertise, trend insights, and reporting of results
- Coordinate/PM with the accounts, creative, and technology teams to drive projects to completion
- Create and/or leverage content and assets with a high understanding of client products and services through multiple channels

## **Skills:**

- A minimum of 3 years related experience
- Firm understanding of lead and demand gen tactics including inbound marketing, content marketing, SEO, PPC, and social media
- Technical skills and understanding of the pieces that make up a successful digital campaign and how that process is executed
- Expertise in data analysis, presentations and consultative reporting

- Proficient in managing digital marketing campaigns and projects with multiple resources, stakeholders and multiple deadlines
- Ability to manage and prioritize projects, budgets, resources, and be highly accountable
- Excellent oral and written communication skills
- Prior sales training experience preferred
- Ability to work with minimal supervision, demonstrate good judgement and decision making skills