



# Demand Generation Marketing Manager

**Department:** Marketing  
**Location:** Appleton, WI

**Exemption status:** Exempt  
**Direct Reports:** n/a

**Reports to:** VP of Marketing

## Purpose

The AIA Marketing team purpose is to generate awareness, drive acquisition and inspire retention. We will accomplish this by elevating the AIA brand, building brand awareness, attracting qualified prospects, increasing engagement with owners and enhancing the owner experience. We will do this through the delivery of impactful, relevant content, communication and events based on a keen understanding of our target audience. Our work will be guided by corporate goals and through strategic partnerships with internal and external stakeholders.

The dynamic individual who steps into the role of the Demand Generation Marketing manager will be responsible for the management and execution of AIA's brand awareness and lead generation campaigns. While initially this role is an individual and team contributor, as the team grows it is expected for this position to have immediate direct reports.

## Responsibilities

### Corporate Marketing

- In partnership with the VP of Marketing, develop and deploy marketing campaigns to increase brand awareness for AIA within the industry.
- Develop and oversee execution of AIA's social media strategy and content calendar
- Manage and contribute to annual public relations campaign

### Inbound Marketing Strategy Development & Deployment

- In partnership with the VP of Marketing, develop and deploy our annual inbound marketing strategy including campaigns and content strategy that attract, engage and delight prospects.
- In collaboration with the VP of Marketing, define and report on KPIs and campaign metrics, including recommendations for continuous improvement.
- Manage and execute brand and demand generation campaigns and content strategy, including website content and updates.

### Marketing Automation Platform Management

- Responsible for managing AIA's marketing automation platform (Hubspot) including the execution of all platform activity, fully leveraging its capabilities.
- Collaborate with the business development team to manage segmentation, data cleansing, the lead lifecycle and lead scoring.

### Campaign Asset Creation

- Coordinate and collaborate with AIA's in-house creative team and external agencies to develop content and creative assets as needed for all inbound and brand campaign campaigns.
- Ensure brand integrity throughout all campaign initiatives
- Oversee the project management for all tasks needed to deliver each project.

## Qualifications

### Education/Experience:

- Bachelor's degree in Marketing, Communications, or Advertising required
- 5+ years of B2B marketing experience, including demand generation
- A keen understanding of the entrepreneurial and small business owner mind-set.
- Digital marketing strategy, social media strategy and PR experience
- Strong communication and presentation skills
- Partnering with sales and business development teams
- Ability to manage creative teams and creative projects from inception to completion
- Building complex marketing campaigns and reporting on the results
- Team management experience required
- Promotional Product Industry Experience preferred
- Brand Management experience preferred

### Knowledge/Skills/Abilities/Competencies

#### Personal Leadership

- Agile & Adaptable: Responds to change and uncertainty with confidence and openness; seeks new experiences to develop skills; solicits and acts on feedback; learns from experiences; not afraid to take risks.
- Accountable: Accepts responsibility for one's own performance and actions; follows through on commitment; assumes positive intent in others; treats others objectively and consistently; acts with integrity.
- Courageous: Confronts difficult issues objectively and supports others who do the same; champions new ideas; manages personal discomfort in difficult situations.

#### Thought Leadership

- Solves Problems: Seeks out and considers relevant data, intuition, ideas, and experience to make decisions and solve problems; effectively and efficiently integrates information from diverse sources; thoughtfully considers alternative solutions and perspectives.
- Strategizes: Thinks critically; anticipates long-term challenges and trends; understands implications of decisions; translates ideas into practical applications; sees how his/her work relates to the work of other teams in the organization as a whole; knows which people in the organization need to be informed, what they need to know, and when to tell them.
- Innovates: Generates new ideas that add value; nurtures fresh approaches and appropriate risk taking; seeks alternative points of view; approaches problems with curiosity and generates creative solutions.

#### Team Leadership

- Collaborate: Works effectively with others to meet goals and satisfy business objectives; develop and maintain strong relationships with internal/external partners; seek buy-in of stakeholders; deals with disagreements or different points of view in a constructive manner; maintains positive relationships even under difficult circumstances.

- Communicate Effectively: Listens attentively and with empathy to concerns of others; adjusts message to the audience; keeps people up to date with relevant information; speaks and writes clearly; encourages others to express views, even unpopular ones.
- Manage Talent: Gives clear, motivating, and constructive feedback; provides challenging assignments and coaching to facilitate individual development; willingly shares expertise and experience with others; acts quickly when performance is not meeting expectations.
- Engage & Inspire Others: Conveys trust in people's competence to do their jobs; creates a feeling of energy, excitement, and personal investment; inspires others to excel; rewards and recognizes performance that exceeds expectations.

#### Results Leadership

- Manages Execution: Organizes, coordinates, and manages resources, time, and people to achieve business objectives; prioritizes goals and uses resources while considering both strategy and efficiency; works quickly to get things done.
- Drives for Results: Fosters a sense of urgency and commitment to achieve goals and create an Owner focused environment; takes initiative to proactively address critical issues; carefully considers compliance and regulatory obligations.
- Maximizes Productivity: Identifies ways to streamline and improve efficiency of work; ensures that defined processes, quality standards, and best practices are adopted and relevant; drives continuous improvements; establishes systems to monitor / measure productivity and quality.

#### Working Conditions

Prolonged periods sitting at a desk and working on a computer. Flexibility for overnight travel of approximately 10%.

*Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.*

**Approved by:**

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**Date Approved:**

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**Date Reviewed: August 2022**

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