



Director of Demand Generation

Department: Marketing
Reports to: US Managing Director
Location: Newport News

Background on Proactis

Proactis is a global organization that delivers a spend management platform to mid-market organizations. We help customers realize bottom-line savings by enabling our customers to achieve spend visibility and control within our full suite procurement solution.

Summary

Proactis has an exciting opportunity for a creative and innovative leader to join our company. In your role as Director of Demand Generation, you will be a data-driven marketer responsible for creating and executing a demand generation strategy that supports the aggressive growth goals of Proactis. You will be responsible for creating demand for the Proactis platform, generating new and expansion pipeline for sales, and achieving revenue goals for the company. You will develop the strategy to target prospective buyers, create awareness, generate pipeline, and nurture them to purchase. You will constantly be evaluating the latest growth technologies, experimenting, and optimizing different tactics, and consistently meeting or exceeding pipeline and revenue goals.

Primary responsibilities and accountabilities

- Working closely with existing team members, particularly the Group Marketing structures to develop and implement the US marketing plan to deliver significant growth potential for the US business
- Support the direct sales, partner sales and account management functions, delivering quality lead generation
- Provide a hands-on leadership environment, sharing best practice across the team and using a combination of proven methods while considering new ideas and initiatives
- Monitor and report on the effectiveness of PR & marketing communications being carried out
- Create a holistic, multi-channel demand generation strategy to achieve pipeline and revenue goals that include outbound, ABM, partner, and expansion strategies and tactics
- Execute marketing strategies to advance mid and bottom-funnel pipeline, increase pipeline velocity and boost deal value
- Create the roadmap to scale our account-based marketing efforts, looking at strategy, process improvements, and technology solutions so we can amplify our impact
- Build a trusted relationship with sales. You'll serve as primary contact and partner to our Sales teams, providing guidance on account strategy and marketing campaigns that can help our sellers
- Collaborate with the Partner sales team to create brand awareness among partner community and drive partner acquisition
- Lead customer marketing efforts to increase brand affinity among customers and drive expansion pipeline
- Partner with Marketing Operations to establish KPIs for all programs and track performance to ensure marketing plans are delivering expected business outcomes



- Employ best practices to achieve growth goals while also experimenting with creative strategies and less-proven tactics
- Build an amazing team by hiring, leading, and managing great marketers

Skills and experience

- A strong background in B2B technology
- Experienced with Pardot, Salesforce, and other MarTech
- Strong digital marketing experience
- Experience in building a team and mentoring/developing team members
- Highly analytical with the ability to interpret data and research
- Ability to work independently with minimal guidance

Application

To apply for this position, please forward a CV and covering letter to hr@proactis.com.