Demand Generation Manager

Cloudsmith is looking for an experienced Demand Generation Manager to join our growing team in Belfast.

This is a unique opportunity for an ambitious marketing professional to join a major Northern Irish success story on the ground floor. We have big plans for Cloudsmith. You can be part of them.

This person should have expertise in crafting and executing successful demand generation programs, ideally but not necessarily in software, and specifically those targeted at a technical audience.

We are looking for someone who can take full ownership of driving lead volume at the top of the funnel, whilst also working hand-in-hand with the Director of Marketing on the broader go-to-market strategy of the business.

If you're looking to roll up your sleeves, make an immediate impact, and be a high-visibility marketer within the organization, this role might be for you.

What The Job Involves

We're looking for someone who adds value across our entire organisation, but to be more specific, our successful candidate will:
- Plan and execute end-to-end demand generation programs, which include, but are not limited to SEM (Google Adwords), paid media (LinkedIn, Twitter), display campaigns, media sponsorships, content syndication, etc.
- Manage sponsorship of events and conferences to maximise top-of-the-funnel leads
- Closely monitor conversion rates and optimize campaigns across the demand generation space
- Manage the marketing automation process, bringing leads from awareness to close
- Manage agency and contractor relationships, expectations, and budgets where necessary
- Work with our web team to increase lead conversion from our website
- Build out forecast and own ongoing reporting to marketing and executive team for the broader demand generation function

More About You

We're not too proscriptive about who we hire: we're more about your future than your past. But some things aren't negotiable. The sort of person we are looking for:
- Has at least 2 years experience in digital marketing and lead generation, and ideally a good bit more. We're looking for someone who understands how effective demand gen campaigns are built and knows how to measure them properly

- Has experience in software marketing, ideally directed towards the developer / technical community
- Has experience with Hubspot or if not some other marketing automation tool
- Is a total wonk about measurement, tracking, data and spreadsheets. A detail person, in other words.
- Understands how to manage budgets and carefully allocate limited resources for maximum return
- Loves to get stuck in and is always keen to learn new ways to get the job done
- Has a genuine passion for, and curiosity around, technology and software.
- Works well as part of a team and is best suited to a fast-growing, dynamic and stimulating work environment.

The Other Stuff

For the right candidate, we are willing to offer highly competitive compensation. The role is based in our global HQ in Belfast. We offer generous holiday entitlements and flexible working and are an all-round awesome place to work.

About Equal Opportunity

We're an equal opportunities employer who do not discriminate against age, sex/gender, race, disability, pregnancy, marital status, parental status, sexual orientation, and/or religious background, etc. Your ability and outlook are infinitely more important to us.