

Demand Generation Manager (SaaS)

Location: United States

About Rosterfy:

Rosterfy is a global leading, end-to-end volunteer engagement platform. We exist to connect communities to events and causes they are passionate about.

We are rapidly growing with clients across APAC, the USA, Asia and Europe. Our SaaS platform powers mass volunteer programs across the globe including Not for Profits, local government, sports and events to recruit, retain, reward and train their volunteers.

We're proud to support some of the most well-known organizations in the charity space such as Red Cross, Oxfam and the British Heart Foundation. We've also been the volunteer management platform for 7 consecutive Super Bowls and the FIFA World Cup in 2022.

Originating from Australia, we have offices in Melbourne, Sydney, London, Denver and encourage a flexible, hybrid working culture. Our vibrant, inclusive and passionate team is driven to unite the world around volunteering and community globally.

About the Demand Generation Role

We are seeking an experienced Demand Generation Marketer to join our dynamic team to support our US Sales Team supporting growth from our customer base in the nonprofit and event management sector.

Ideal candidates will be data obsessed, analytical and have the ability to build relationships with the Sales Team. They will need experience in developing lead generation strategies in a SaaS (Software as a Service) environment.

Additionally successful candidates will be experienced in executing benchmarking campaigns and utilizing analytics to provide strategic recommendations.

Key Responsibilities:

- Develop and implement targeted marketing campaigns designed to generate leads and optimize conversion rates across various channels (e.g email, social media, paid search, product marketing and direct mail events etc.)
- Collaborate with cross-functional teams (e.g sales, product, marketing, business analyst teams) to ensure efficiency and alignment of messaging content and goals throughout the funnel
- Continuously improve demand generation strategies by leveraging data-driven insights and testing new tactics to increase reach engagement and conversion rates
- Develop and manage lead nurturing and scoring programs to ensure high-quality leads are effectively nurtured and qualified for sales follow up
- Analyze and report on demand generation performance metrics (e.g MQLs SQLs pipeline revenue cost-per-lead conversion rates etc.) to inform strategic decision making and demonstrate ROI
- Stay up-to-date on industry trends competitor activity and emerging technologies to optimize marketing strategies and stay ahead of the curve

Qualifications:

- 5+ years of experience in B2B demand generation and marketing automation
- Strong understanding of CRM and marketing automation tools (Hubspot experience in particular would be beneficial) and fundamental marketing principles (e.g segmentation targeting positioning etc.)
- Proven track record of executing successful demand generation campaigns across multiple channels and driving measurable results
- Excellent analytical and problem-solving skills and ability to use data to drive decision making
- Strong communication skills both written and verbal and the ability to collaborate effectively with cross-functional teams
- Highly organized, detail-oriented and able to manage multiple projects and priorities in a fast-paced environment.

USPs of the role

Rosterfy team members know their skills, knowledge and efforts go towards making a difference for clients, whose work has a genuine impact on communities. This is quite unique and for those who care about social impact this can be hugely rewarding.

There is a great opportunity to establish Rosterfy as a key player in the software sector for social good and you'll play a key role in that.