

# Manager, Demand Generation

## Summary of Position

In this role, you'll help Sponge.io's B2B clients drive revenue by implementing and optimizing their demand gen campaigns. These tend to be long term clients who need help dialing up lead volume and quality. From the initial strategy through flawless execution, you'll build nurture programs, webinars, emails, BDR playbooks, and/or landing pages.

## The ideal candidate:

- has been running scrappy digital, email, webinar, or CRO campaigns for 5+ years
- has managed a budget and can make informed decisions on which tactics to pursue
- can coach clients toward smarter strategies, and can confidently present ideas to leadership
- is organized and can manage multiple, competing projects every day
- is kind, honest, and reliable
- is a critical thinker, not an order-taker
- is curious about marketing operations (MOPs) and can spot bad processes

## Primary responsibilities:

- Pull together revenue forecasts, buyer personas, and content into lean campaign ideas
- Deliver revenue by acquiring visitors, converting prospects, nurturing leads, and engaging customers
- Synchronize disparate teams of clients, freelancers, agency partners, and Sponge colleagues via Asana, Zoom, Gmail, and Slack to get things done
- Build campaign assets as needed, including copy, landing pages, scripts, slides, and emails
- Nerd out on marketing trends and strategies, recommend best practices, and research thoughtful solutions
- Help the client get the most out of their demand gen efforts by ensuring leads are followed up with and dispositioned by sales
- Take initiative, encourage thoughtfulness and change, communicate, and follow up

## Requirements:

- Bachelor's degree in marketing, communications or related field.
- 3+ years of experience working in B2B demand generation, including experience with outbound marketing and inbound lead generation.
- Strong understanding of sales and marketing technologies, Marketing Automation Platforms (MAPs), CRMs, Social media management and analytics platforms.
- Fluent in deploying campaigns within marketing automation tools
- Can learn systems and acquire technical skills quickly
- Has a problem solving mentality - you like to "figure it out"
- Are well organized and extremely detail-oriented
- Has impeccable written and verbal communication skills and is comfortable leading meetings



- Has experience with MS Office suite
- Experience with testing tools like Litmus, project management tools like Asana, or workflow tools like Lucid Chart is a bonus.
- Understanding HTML and CSS is a bonus

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### About [Sponge.io](#)

Sponge is a women-owned boutique marketing agency. We help clients generate millions in pipeline, design smarter processes, get more from their tech stack, and move from chaos to predictable revenue.



[Sponge.io](#) helps companies move beyond random acts of marketing.  
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