# Demand Generation Coordinator

## Description

CoreWeave is seeking a highly organized and detail-oriented Demand Generation Coordinator to join our marketing team. The Demand Generation Coordinator will be responsible for managing and executing demand generation initiatives to generate new business, execute customer and partner marketing campaigns, and support the overall marketing strategy. This role requires strong project management skills, attention to detail, and the ability to collaborate effectively with cross-functional teams. Key Responsibilities: Project Management: Coordinate and oversee demand generation projects from initiation to completion, ensuring all tasks are executed on time and within scope. Campaign Execution: Assist in the development and execution of integrated demand generation campaigns across various channels, including email marketing, social media, webinars and events. Database Management: Support management of marketing databases, including Notion and Airtable, performing data hygiene tasks, and ensuring information is accurate and up to date. Marketing Operations: Assist in setting up campaigns in Hubspot, track campaign performance metrics, and generate reports to measure effectiveness. Cross-Functional Collaboration: Partner with marketing, sales, product marketing, and other teams to align on campaign objectives, timelines, deliverables and reporting. Vendor Management: Coordinate relationships with external vendors, agencies, and partners involved in demand generation activities, ensuring deliverables meet quality standards and deadlines. Continuous Improvement: Identify opportunities to optimize processes, streamline workflows, and implement best practices to enhance the efficiency and effectiveness of demand generation campaigns. Wondering if youâ??re a good fit? We believe in investing in our people, and value candidates who can bring their own diversified experiences to our teams â?? even if you aren't a 100% skill or experience match. Here are some qualities weâ??ve found compatible with our team. If a portion of this resonates with you, weâ??d love to talk. Bachelor's degree in Marketing, Business Administration, or related field. Proven experience (2 years) in project coordination, demand generation, or a similar role, preferably within the technology or SaaS industry. Strong project management skills with the ability to manage multiple projects simultaneously and prioritize tasks effectively to meet deadlines. Excellent communication and interpersonal skills, with the ability to collaborate with cross-functional teams internally as well as external partners. Detail-oriented mindset with a focus on accuracy and quality in execution. Familiarity with marketing automation platforms (e.g., HubSpot) and CRM systems (e.g., Salesforce). Analytical skills with the ability to interpret data, generate insights, and make data-driven decisions to optimize campaign performance. Proactive attitude, resourcefulness, and a willingness to take on new challenges in a fast-paced environment. Our compensation reflects the cost of labor across several US geographic markets. The base pay for this position ranges from $75,000-$90,000. Pay is based on a number of factors including market location and may vary depending on job-related knowledge, skills, and experience. Hybrid Workplace Successful candidates will be expected to attend onboarding training at our NJ Headquarters within their first several weeks of employment, with subsequent quarterly travel requirements of 1 week duration. If you reside within a 30-mile radius of our New Jersey, New York, or Philadelphia offices, we're excited for you to join us at the office at least three times a week, recognizing the significance we place on fostering connections, collaboration, and creativity within our office culture. Our commitment to operating as a hybrid workplace underscores our dedication to enabling our employees to tailor their work-life balance to their individual preferences.Please mention the word **ARDENTLY** and tag RMTguMjM2LjE3Ny4yMjk= when applying to show you read the job post completely (#RMTguMjM2LjE3Ny4yMjk=). This is a beta feature

**Hiring organization**
CoreWeave

**Job Location**
New York City, New York, United States

**Base Salary**
$ 67500 - $ 130000

**Date posted**
May 23, 2024

Apply Now

to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

**Contacts**
Job listing via RemoteOK.com