

# Senior Demand Generation Marketing Manager

## Description

Beekeeper is a fast growing SaaS company that is disrupting the way 2 billion people working ~~at~~ out in the field ~~communicate~~ within their companies. Are you eager to shape the future of traditional industries like hospitality, retail, manufacturing or transportation using the latest mobile technology? We ~~are~~ are looking to expand our team with a Senior Demand Generation Marketing Manager based in Europe who has B2B marketing experience and looking to join a team that ~~is~~ is part of a high-growth, fast-paced SaaS company! As our Senior Demand Generation Marketing Manager, you will be responsible for growing our pipeline in our European markets by setting up highly targeted and multi-channel demand generation campaigns and supporting regional field marketing teams in campaign project management and execution. Your Responsibilities Develop and implement demand generation strategies and multi-channel campaigns across our European markets, including but not limited to paid/organic search, paid social, events, webinars, email and BDR/sales campaigns. Collaborate closely with product marketing, field marketing, customer marketing, sales, and revenue operations to align on goal attainment, campaign launches and reporting, optimization and conversion trends. Coordinate and project manage European marketing campaigns to ensure seamless execution between field marketing, brand & content, and sales teams. Optimize the lead nurturing process within Hubspot, Influ2, 6Sense and any other nurturing tools to improve conversion rates in every stage of the funnel. Use data and analytics to measure and improve the performance of your demand generation campaigns. Proactively share insights and analysis of the performance of your demand generation campaigns with key stakeholders. What we are looking for Bachelor's degree in Marketing, Business, or a related field. 5+ years in a B2B marketing role, working in a high-growth SaaS company is a plus. Fluency in English and German is required. Understanding of demand and pipeline generation best practices, new trends, and technology. Strong analytical skills and a data-driven approach to decision-making. Hands-on experience in building out multi-channel programs and processes. Technically proficient in campaign targeting, testing measurement and optimization across various paid and owned channels. Strong project management skills and ability to prioritize and manage multiple projects and stakeholders. High proficiency in paid media channels such as but not limited to Google, Bing, and LinkedIn. Excellent communication and collaboration abilities. A desire to learn and grow in the demand generation field. Experience working with Salesforce and Hubspot. Bonus points Experience in account based marketing. What we offer Competitive salary Phone & Home Internet costs reimbursement Pension scheme plan with 3 options to choose from Home office set-up reimbursement Personal Learning & Development Budget of 1500 USD/year Sabbatical Program ~~at~~ 1 month paid leave at 3, 5, 10 year tenure 25 days of annual leave/year 2 Mental Health days off per year Laptop for work purposes Hybrid working model Oh and don't forget about our Beekeeper Stock options! Who we are Beekeeper believes in the potential of every single employee. That ~~is~~ is why we ~~are~~ have built the essential platform for frontline workers. We help organisations digitally enable their frontline, to boost productivity, quality and safety, and be more agile. At Beekeeper, we celebrate diversity! All qualified applications will receive consideration for employment regardless of race, colour, ancestry, religion, nationality, sexual orientation, age, citizenship, marital status, disability or gender identity. We are committed to ensuring a smooth application process for all candidates. If you require accommodations due to a disability, please reach out to [jobs@beekeeper.io](mailto:jobs@beekeeper.io), and our team will be more than happy to assist you. Please know that you are not required to share your nationality, age or a picture of you on the CV! We are looking forward to your application ~~at~~! Please mention the word

## Hiring organization

Beekeeper

## Job Location

Zürich, Zürich, Switzerland

## Base Salary

\$ 55000 - \$ 102500

## Date posted

June 9, 2024

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## **Contacts**

Job listing via [RemoteOK.com](https://www.RemoteOK.com)