

Senior Revenue Marketing Consultant

JUNE 2022

Demand Spring is one of the fastest-growing B2B marketing consultancies in North America. To support our continued growth, we have opened a critical, client-facing role – **Senior Revenue Marketing Consultant**.

As a Senior Revenue Marketing Consultant, you have expertise in translating growth and revenue priorities into healthy sales pipelines using B2B marketing strategies. You are fluent in all aspects of B2B pipeline development and demand generation. You have experience leading cross-functional teams, helping them elevate marketing execution to be customer-centric and growth-oriented. You are a critical thinker and problem solver, grounded in a strong understanding of technologies B2B marketers embrace.

Your experience includes:

- + Account Based Marketing (ABM) – planning, implementation, and measurement
- + Digital Demand Generation – paid search, social, SEO, and MAP-driven nurturing
- + Persona/Buyer Journey/Purchase Path – understand buyers via research and analysis
- + Partner with Content Team on the ideation and construction of: Personas, VP, Campaign Calendar, Support for client events management
- + Lead Management – lead/account scoring, process management, SLAs
- + Data-driven Measurement – program monitoring and performance optimization
- + Advise clients on best practices and guidance on campaigns and measurement
- + Work directly with marketing and sales to align activities toward driving revenue
- + Drive co-marketing opportunities with strategic, tech, and partners

In essence, you are a marketing sherpa, meeting clients where they are, opening their minds to the possibilities, and helping them achieve their potential.

Your Mission

EMPOWER MARKETING LEADERS WITH TOOLS, PROCESS, AND PROGRAMS THAT TIE MARKETING PERFORMANCE TO REVENUE AND GROWTH. EMBOLDEN THEM WITH CONFIDENCE TO INNOVATE OPERATIONALLY TO ACHIEVE STRATEGIC RELEVANCE.

Your Mindset

YOU ARE

- + Client-oriented, creatively identifying areas of opportunity to drive value back to their business
- + Quietly confident – master at your craft, inspiring trust.
- + Transformative, problem-solver with innovative ideas.
- + Curious and quite familiar with modern digital growth strategies
- + Collaborative, effectively partnering with internal and external stakeholders.
- + Self-driven and passionate about performing at the highest level.

YOUR RESPONSIBILITIES

- + **Support Demand Spring Business Development:** You will support client pitches in the areas you excel to create new business opportunities and expand relationships with current clients.
- + **Manage Strategic Engagements:** You will be the point person for strategy during projects and will work directly with clients to understand their goals and the optimal path to success. You will run client meetings, including discovery workshops and status updates, and you will liaise with internal stakeholders to keep projects on track. For the accounts you are assigned, you will be responsible for knowing their business priorities, challenges, organizational structure, and tasked with developing trusting relationships with key stakeholders.
- + **Manage Associate Consultants:** You will likely manage 2-3 associates and will assign, oversee, and QA project tasks. You will participate in the learning and development of your team members through client-focused working sessions and via task support where needed.
- + **Design Program Blueprints:** Working with clients, you will design all aspects of B2B marketing programs. You will be responsible for delivering program blueprints that detail the what, the how, and the impact of people, process, system, data, and content as they relate to the program.
- + **Implement Client Programs:** From a strategy perspective, you will support program implementation by leading client conversations and acting as the expert resource when problem solving with the team.
- + **Manage Program Optimization:** Post program-implementation, you will be responsible for interpreting performance data to help optimize program operations and improve revenue performance.

Your Qualifications

AS A SENIOR REVENUE MARKETING CONSULTANT, YOU ARE WORKING WITH SOME OF THE WORLD'S TOP BRANDS, HELPING THEIR MARKETING TEAMS DRIVE REVENUE AND GRWOTH INITIATIVES.

HERE ARE SOME OF YOUR SKILLS AND ATTRIBUTES

- + You are a problem solver who brings fresh, original thinking to client problems.
- + You have a glass half-full approach. You are unfazed by issues, persevering to find answers.
- + You like people. They like you. You work well together.
- + You speak well – articulating your ideas, insights, and solutions clearly to our customers.
- + You like technology and you are in the know with the latest MarTech innovations.
- + You have plenty of experience orchestrating technology implementations.
- + You have a university degree, college diploma, or equivalent work experience.
- + You are organized, with an ability to manage multiple project elements at once.
- + You have a thirst for life in general, with personal passions – we like well-rounded people!

What We Offer

WE TAKE WHAT WE OFFER YOU SERIOUSLY! HERE'S WHAT WE STRIVE TO PROVIDE FOR YOU:

- + A fun culture – our team genuinely feels a strong connection to one another, our company mission, and the clients we serve.
- + Learning and growth opportunities – our individual Learning and Development Plan ensures you grow. Additionally, working with various clients in various industries on various projects keep your mind strong and your ideas fresh.
- + Competitive compensation.
- + A strong healthcare benefits plan.
- + The latest technology – we love leading cloud-based apps that integrate with one another and make it easy to do our jobs.
- + A commitment to employee well-being. This is one of our two founding principles. Our respect for work-life balance manifests in the form of a healthy vacation policy, the ability to work from home and a genuine focus on not overloading employees with projects.

This is a full-time position. Demand Spring is a virtual marketing consultancy based both in Ottawa, Canada and Boston, MA. So, you get to work from home for the foreseeable future. If you're interested, please send CV to careers@demandspring.com.