

Demand Generation Specialist

Birkman International, the leader in workplace social science assessments, has an opening for a dynamic and results-driven **Demand Generation Specialist** at our headquarters in Houston, Texas.

We are looking for a detail-oriented, organized individual with a strong interest in digital marketing and lead generation with at least three to five years of experience in a B2B environment.

Our ideal candidate will work to position our world-renowned products and is able to:

- Work well in a fast-paced environment and able to juggle multiple deadlines
- Work collaboratively on teams as well as independently to achieve goals
- Be curious and have an interest in understanding human behavior, motivations and personality

The Demand Generation Specialist will support Birkman's next phase of growth focusing on building campaigns and generating marketing qualified leads. They will create B2B campaigns across a variety of mediums, including print, website landing pages, e-mail, video, social media and more.

Birkman International received Houston's coveted local and national "Best & Brightest Companies to Work For" from 2014 – 2019 and offers competitive compensation, great benefits, and a culture that rewards achievement while encouraging teamwork, professional growth and work-life balance. If you are a motivated professional who enjoys a fast-paced, dynamic environment with cross-functional teams, a job at Birkman could be your next great career move.

Key Duties:

- Uses HubSpot marketing automation software to set and execute lead nurturing campaigns, e-mail marketing, social media, and blog posts.
- Uses Salesforce CRM in coordination with HubSpot in the lead generation process.
- Manages multiple marketing / social media programs, including integrated campaigns to drive business and leads
- Monitors and analyzes campaign performance overall against lead targets and other marketing KPIs
- Ensures ongoing campaign optimization, including digital ads, landing page testing and execution and analysis of A/B tests

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- Assists marketing team in creating marketing content that reinforces Birkman's value proposition, driving awareness and interest in new product offerings and promoting value-adds such as training programs, blogs, drip campaigns, eLearning, launches and other communication.
- Create content for Birkman's social media platforms designed to engage users and drive brand awareness.
- Ensures all collateral and design elements are in alignment with the Birkman brand, both in terms of written and visual style
- Supports event marketing and the coordination of conferences and trade shows along with the biennial Birkman Conference.
- Works in a collaborative, small team environment as well as independently to fulfill team and individual goals

Skills and Knowledge:

- Strong experience with CRM (i.e. Salesforce) and marketing automation tools (i.e. HubSpot) is preferred
- Broad and in-depth knowledge of digital marketing programs
- Search Engine Marketing / Optimization including Google Analytics and Google Ads
- Able to develop and implement tactical and operational plans that support growth strategy
- Collaborates to build programs that support Sales enablement and growth plans
- Tracks and improves marketing results to maximize ROI, ensuring value to the business and our customers
- Project management skills and the ability to execute on a variety of tasks while meeting deadlines
- Knowledge of B2B social media and email marketing best practices
- Knowledge of WordPress CMS
- Experience with GDPR and CCPA practices

Education and Experience:

- **Minimum of 3-5 years** of relevant experience in Marketing or demand generation
- Bachelor or Master level in Marketing, Business Administration, Communication or related field or comparable business-related experience.

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