



Senior Demand Generation Manager

Aplos Software

Job Title: Senior Demand Generation Manager
Department: Marketing
Employee Status: Full-Time

About Aplos:

Aplos is the largest nonprofit & church management software on the market. We've served over 40,000 organizations since our inception in 2009. Our all-inclusive platform provides a dynamic CRM, fundraising & giving tools, online donations & payment processing, built-in fund accounting system, integrated payroll, email marketing, website builder, and much more.

Aplos made the Inc. 600 list in 2018, making it **one of the fastest growing companies in the U.S.** Our innovative team continues to push the envelope with new software features, industry vertical exploration, and marketing strategies every quarter.

With a leadership team made up of start-up pioneers, Silicon Valley veterans, and serial entrepreneurs; Aplos is charging full steam ahead as a leading brand in the nonprofit SaaS market.

Enough about us for now. It's time to talk about you!

The Role:

Aplos is looking to hire a Sr. Demand Generation Marketing Manager. This role will drive and support the execution for our marketing playbook by sourcing and influencing pipeline generation for our sales team. This person is highly analytical, organized, a problem solver, creative, and enjoys collaboration with other teams.

In this role, you will:

- Work with marketing and sales to develop a holistic campaign strategy that leverages cross-channel tactics and identifies targeted segments for personalized acquisition, nurturing, and engagement - accelerate cycle times and improve conversion rates across the funnel.
- Drive the campaign roadmap, content, and webinar calendar and process that addresses each stage of the buyer's journey including content, website content, presentations, project management, email promotions.
- Build and execute on highly targeted campaigns across our market segments, with the right mix of digital advertising, content, email, and events that drive measurable pipeline and revenue goals
- Manage campaign planning, budgeting, and priorities; recommend and implement process, workflow, and campaign changes.
- Partner with Marketing Operations to gather campaign data, evaluate the impact of strategies, make data-driven adjustments, and share results and insights with the team
- Turn educational content, messaging, sales enablement, and go-to-market materials into demand gen campaigns.
- Partner with marketing and sales to align on metrics and ideal customer attributes to ensure Demand Generation programs deliver relevant, high-quality opportunities
- Contribute to understanding our market, audience, and competitive landscape to shape our marketing strategies

Qualifications and Skills:

We believe that no one meets 100% of the listed qualifications. We are less concerned about whether you've done everything on a laundry list of specific things and more interested in cultivating a pool of candidates who want to join a connected, mission-driven, hard-working team of practitioners driven by creativity, curiosity, and a goal to change the world. **If you feel like you meet most of the following, we encourage you to apply.**

- 8+ years' digital, content and field marketing experience, ideally in B2B technology.
- At least 3 years of experience leading a demand generation function at a SaaS company
- 5+ years of experience managing people and a demonstrated ability to create and lead high-functioning, engaged, and motivated teams
- Experience building strategy and executing across a variety of demand gen channels including partnerships, content syndication, website, events, and more
- Strategic and outcome-oriented thinking
- A data-driven approach and are great at identifying high-impact tasks and leading the team to launch, learn, and iterate
- Strong project management skills and are self-motivated and extremely resourceful in moving projects forward in a fast-paced startup environment
- Demonstrated success in a startup, high-growth, or otherwise dynamic environment

Compensation

- 80 - 120K
(Varies depending on location)

Benefits

- Medical, dental and vision healthcare coverage
- Generous PTO plan, Paid parental leave, and WFH reimbursements
- Career progression and mentorship programs for career advancement
- Flexible hours
- Employer-paid life insurance
- Free Employee-Assistance Programs including legal advice, financial management, mental health, and more

Location

Remote

Apply to:

Email - michellel@aplos.com

Subject: Demand Generation Manager