

Senior Manager, Demand Generation

Calabrio, Inc. has an opportunity for a Sr. Manager of Demand Generation at our headquarters in Minneapolis, Minn. A critical part of our growing marketing team, this role manages development and execution of lead gen programs that drive new demand and business growth for Calabrio ONE customer engagement software. The role is responsible for filling Calabrio's pipeline with qualified, actionable leads in support of global sales efforts. The successful candidate is a creative thinker, data-driven and has deep experience building and owning marketing and sales funnels—from lead to revenue.

CORE EXPECTATIONS

- Build and manage strategic marketing programs that drive high quality, top-of-funnel leads
- Create content-driven nurturing campaigns to further qualify leads and increase funnel velocity
- Develop and implement best practices for marketing automation, emails, landing pages and content delivery/syndication mechanisms across all demand gen efforts
- Manage a team of Business Development Representatives to qualify leads and set follow-up meetings for Sales
- Lead the events team, helping develop and optimize Calabrio's online and offline event marketing calendar
- Work closely with the content team to articulate and build thought leadership, define the issues and topics that drive engagement, and create compelling stories that bring Calabrio to life
- Align with Sales on priorities, process and service-level agreements (SLAs) to ensure demand gen program ROI and effectiveness
- Partner with international teams to develop demand gen plans based on unique market challenges and requirements
- Tightly manage marketing program budgets, agency partners and vendors
- Measure, analyze and report on funnel and individual campaign performance to continually refine demand gen programs

CORE COMPETENCIES

- Successful track record developing and executing B2B demand gen programs
- Experience building and managing high performing teams
- Ability to manage multiple projects with varied deadlines in a fast-paced environment
- Polished and professional, with positive energy and ability to work across organizational lines
- Sophisticated research, writing, communications and interpersonal skills
- Mature, yet entrepreneurial; can roll up sleeves and execute regardless of obstacles

EXPERIENCE/EDUCATION

- Bachelor's degree in communications, marketing or related field
- Five+ years B2B marketing management experience
- Marketing automation and customer relationship management (CRM) mastery
- Demonstrated excellence in project management and personnel management

MENTAL/PHYSICAL REQUIREMENTS

- Ability to sit for long periods of time depending on your position and/or getting up and down through your work shift
- Frequent alpha/numeric keyboarding
- Ability to view a computer for a long period of time

WORKING RELATIONSHIPS

- Report to the Vice President of Marketing
- Work closely with all areas of the company
- Work directly with customer and partners

COMPANY POLICY/PROCEDURES COMPLIANCE

Follow all company policies and procedures as well as local, state and federal laws concerning employment to include, but not limited to: I-9 information, EEOC, Civil Rights and ADA.

BENEFITS

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision and 401k benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

To apply to this career opportunity, follow this link:

<https://home.eease.adp.com/recruit/?id=15221731>

ABOUT CALABRIO

[Calabrio](#) is a customer engagement software company that provides analytic insights to catalyze growth through customer service contact centers. The [Calabrio ONE®](#) software suite empowers everyone in an organization, from contact center agents to the CEO, with easy-to-use tools that provide a better understanding of the customer. Every customer

interaction yields insights that expand customer-consciousness, which is how leading companies now drive growth and long-term corporate prosperity.

Calabrio solutions are built on an intuitive, web-based architecture that positions and accelerates the contact center as an epicenter for customer insight. A pioneer in its industry for more than two decades, Calabrio has been named “Leader” by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2015). The company is also a member of the Cisco Solution Partner Program and the Avaya DevConnect program.

Find news and information at www.calabrio.com. Follow [@calabrio](https://twitter.com/calabrio) on Twitter.

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