**Demand Generation Director**

Gravity Global is the world’s most awarded marketing consultancy working with complex brands in complex markets. Headquartered in London and with offices across the UK and an evolving global presence, we are growing fast and are looking for an experienced Demand Generation Director to work alongside some of the best brains in the industry.

You will be running and reporting on all areas of complex data-rich marketing campaigns and will have a solid understanding of digital and marketing automation. Reporting into the Head of Growth this role will provide an opportunity to be involved in diverse and challenging projects across our global agency network.

**Key responsibilities:**

* Proven experience in creating best in class ABM / demand / lead generation strategies for B2B clients. This might include content, social and influencer strategies
* Solid background implementing / launching campaigns across core digital channels (e.g. they must be able to walk the walk), specifically LinkedIn, Google Ads and Facebook. But you also need to think outside the box i.e. not just digital solutions
* Strong experience developing and optimising user journeys to maximise conversion of prospects and leads, this would include good working knowledge of platforms such a Marketo, HubSpot, Pardot and DemandBase etc
* An exceptional analytical brain with the ability to develop KPIs, reports and insights to inform strategies
* Help build out the growth team with exceptional talent
* Regularly produce reports on the success of campaigns and programs across platforms
* Presenting to clients as and when required
* Lead / advise / educate internal team members and clients

**Required Experience / Skills:**

* B2B experience, ideally gained from an agency environment
* Ability to design and implement a demand generation strategy
* Exceptional knowledge or the intricacies of managing long and complex buyer journeys
* Strong, demonstrable experience managing PPC, LinkedIn and outbound campaigns
* Experience running campaigns and programmes that directly contributed to pipeline growth using modern marketing tools and channels
* Proven ability to maximise the potential of marketing automation
* Experience of working on the platforms, products and tools that underpin ABM marketing
* Excellent organisation skills and the ability to manage multiple priorities
* Commercial approach to delivering projects to deadlines and within budget
* Regular reporting of campaign results, to include ROI measurement, evaluating KPIs and web analysis

**What we can offer:**

* Competitive salary + benefits
* Global career development opportunities
* Hybrid working with up to 2 days in the office (usual hours 9 – 5:30pm, Monday to Friday)
* Central London location in Finsbury Square with fabulous offices featuring an impressive outdoor terrace with stunning views across the city
* Opportunities to get involved with working groups such as Diversity & Inclusion, Wellbeing and ESG / Sustainability

To apply, please send your CV to [jointheteam@gravityglobal.com](mailto:jointheteam@gravityglobal.com)