



# DEMAND GENERATION SPECIALIST

## WHO WE ARE:

Five years ago, we at BDI began our journey as a B2B marketing agency that specializes in producing roadshow events for tech companies. In 2019, we produced 150+ events in over 30 cities for 35 clients. Because of our exponential growth, we were recently named #1854 on the INC5000 list of fastest growing companies in the US. Our team culture is what's made this possible & what sets us apart - we believe people do their best work with:

1. *A healthy work-life balance:* flexible 9-5ish hours, work from home every Friday
2. *Respectful, collaborative, and friendly relationships with the whole ~~team~~ family:* team activities include things like happy hours, lunches, bowling, beach day
3. *Growth opportunities personally and professionally:* we find new leadership WITHIN the company as we grow, with endless options to take on new responsibilities and contribute new ideas

As we grow our vision, we need to grow our team, as well!

## KEY RESPONSIBILITIES:

- Refine and grow our lead generation strategy
- Execute demand generation campaigns targeting leading technology companies
- Source new target accounts and contacts
- Collaborate with the Sales and Marketing teams to create and execute campaigns

## REQUIRED QUALIFICATIONS:

- Bachelor's Degree
- 2+ years B2B demand generation experience
- Strong interest in marketing and event planning
- Experience working in tech or services
- Skilled in Salesforce, email marketing tools, Google Drive, MS Office, and possess strong computer literacy

## WHAT WE NEED:

- Strong communicator - You will be creating, writing and executing campaigns targeting B2B marketers, a very critical audience. This is a prospect-facing role, so you need to be efficient in your writing and possess impeccable grammar, spelling, and syntax.
- Great collaborator - You'll manage each campaign from inception to execution. This includes orchestrating the efforts of all the right internal teams including marketing and sales.
- A proven demand generator - Managing multiple demand gen campaigns at once is challenging. Organization and technical skills are key to keeping the details straight and the campaigns flawlessly executed.
- A strong problem-solver who takes ownership - While we do have established processes, there's a lot of variance in the strategy behind a successful demand generation campaign. You'll need to get creative to deliver the results.

## JOIN US:

This is a full-time, salaried position. Amongst a lot more, we offer:

- A competitive base salary plus commission
- Our fantastic workplace culture
- Unlimited vacation after one year of employment
- Transitchek benefit program
- Health insurance plan after 6 months
- 401K retirement savings plan after 6 months
- Acceleration of your professional development- making a direct impact on our growth will qualify you for leadership opportunities within BDI

Please submit both your resume and a cover letter when applying to [careers@bdionline.com](mailto:careers@bdionline.com)  
We'd like to know a bit about you - what you bring to the table, and why you think you are a fit to join our team?