

JOB TITLE:	Sr. Marketing Demand Generation Manager
LOCATION:	Miami, FL
REPORTING TO:	SVP Demand Generation
DEPARTMENT:	Sales

About Us

ConnexAI, a multi-award-winning leader in AI and SaaS solutions, is transforming global customer experiences. Our innovative platform empowers businesses of all sizes to engage with their customers seamlessly and efficiently.

ConnexAI's global footprint spans multiple continents, with offices in the United States, the United Kingdom, South Africa, Kenya, Nigeria, Spain, and Australia. This strategic presence allows us to serve customers in diverse markets and provide tailored solutions that meet their unique needs.

Recognized as one of the next unicorn businesses in the Titans of Tech report 2024, ConnexAI is committed to excellence and innovation in the field of artificial intelligence. Our proprietary AI suite, Athena, automates business tasks, manages complex inquiries, and provides round-the-clock support across all communication channels. With Athena's AI-powered tools, businesses can make informed decisions, provide timely assistance, and elevate customer satisfaction.

By partnering with ConnexAI, businesses can optimize their operations, improve customer experiences, and achieve long-term success in today's competitive market.

Role Summary

As the Sr. Marketing Demand Generation Manager, you will be responsible for designing and executing comprehensive demand generation strategies that align with ConnexAI's US growth objectives. You will partner closely with the sales team to create integrated marketing campaigns, driving sales pipeline through ABM (Account-Based Marketing) efforts, web-based events (webinars), field events, trade shows, and advanced marketing operations.

The ideal candidate has a strong track record of building and executing high-impact demand generation strategies from scratch, a deep understanding of sales and marketing collaboration, and an eye for spotting opportunities to create new campaigns that accelerate pipeline growth.



Core Responsibilities & Duties

- **Develop and Execute ABM Campaigns:** Design and manage account-based marketing strategies targeting key industries and decision-makers in the U.S. market. Align closely with sales teams to create personalized campaigns that generate high-quality leads.
- **Web-Based Event Management:** Plan, promote, and execute webinars and other virtual events to engage prospects and move them through the sales funnel. Leverage data insights to optimize campaigns and ensure alignment with sales goals.
- **Field Events & Trade Shows:** Manage the end-to-end planning and execution of field events, trade shows, and conferences. Collaborate with sales to create a unified experience and follow-up strategy that maximizes lead conversion.
- **Marketing Operations Expertise:** Implement and oversee marketing operations, ensuring seamless campaign execution, while integrating marketing channels. Optimize marketing automation tools and CRM systems for campaign tracking and performance analysis.
- **Sales Collaboration:** Work closely with the U.S. sales and channel teams to ensure alignment on target accounts, messaging, and campaign objectives. Provide regular reporting on marketing contribution to pipeline growth and overall ROI.
- **Strategy Development & Initiative:** Build scalable demand generation strategies from the ground up. Take initiative to identify growth opportunities and implement creative solutions to fill the sales pipeline.

Qualifications & Experience

- 5+ years of experience in demand generation or field marketing, preferably in B2B tech or SaaS.
- Expertise in planning and executing ABM campaigns, with a proven ability to drive engagement with target accounts.
- Strong experience in hosting webinars, field events, and targeted ads..
- Proficient in marketing operations, including automation platforms (e.g., Pardot, Salesforce, Inflow2) and CRM systems (Salesforce).
- Demonstrated ability to work closely with sales teams to align marketing strategies with business goals.
- Self-starter with a track record of building marketing strategies from scratch and driving measurable results.
- Analytical mindset with experience tracking and optimizing marketing KPIs.

Compensation & Benefits

- 15 vacation days + Company recognized US Federal Holidays
- Health, vision, dental, and life insurance
- 401k (up to 4% match)

To apply for this role, submit your CV and any relevant personal information to hr@connex.ai

You may be required to work in an area of the company where work exists and for which you possess the

necessary skills and/ or be prepared to undergo training/train others as required by the company.

This job description should be taken as a general guide and the company reserves the right to update and amend it in keeping with operational requirements, which may change from time to time.

