

# ULTIMATE SOFTWARE GROUP

## Job Posting

STAFF OPPORTUNITY	STAFF OPPORTUNITY	STAFF OPPORTUNITY
-------------------	-------------------	-------------------

Position: DIRECTOR - DEMAND GENERATION  
FLSA Status: Exempt  
Reports To: VP Marketing Operations

Location/Department: Weston/Communications

### **Summary:**

The Director of Demand Generation is responsible for strategizing, planning, and executing all prospect marketing campaigns (in conjunction with other marketing directors and project managers); developing unified campaign messaging across various prospect marketing platforms; writing/editing content for marketing campaigns; creating a lead nurturing/lead qualification plan; working with sales to distribute and get feedback on lead quality; and reporting on and analyzing all campaign results for executive management and marketing campaign stakeholders. He or she is responsible for managing the Demand Generation team, with accountability for lead results, high response rates, and good return on investment.

### **Responsibilities:**

- Plan and manage campaigns to generate sales leads via:
  - Telemarketing
  - Direct Mail
  - Email
- Write and edit content including:
  - Telemarketing scripts
  - Direct mail letters/postcards
  - Seminar invitations
  - Webcast invitations
  - Email blasts with targeted offers to HR/payroll audience, C-level audience, and Finance targets
- Promote and drive traffic to events:
  - Webcasts
  - Seminars
  - Trade Shows
- Develop effective positioning in HRMS/payroll industry to differentiate from competitors
- Research and select appropriate offers to promote events.
- Manage leads database including data quality, regular cleaning of database and appending missing data fields, and list purchasing/importing.
- Report on all campaign results, sales results, analytical reports, and create database reports as needed (including customer and prospect lists by size, industry, and location).
- Evaluate vendors, obtain bids, and negotiate contracts for lead generation services such as: lists, telemarketing services and direct mail services. Work through final contract approval with VP of Marketing Operations.
- Supervise the administration of trade shows, print purchasing, and giveaway items.
- Supervise the administration of prospect and customer databases as well as the distribution of sales leads.

- Manage lead generation budgets.

**Qualifications or Skill Required:**

- 10 years or more experience business-to-business marketing, with experience in direct marketing/telemarketing and copywriting required
- 10 years or more supervisory experience running marketing campaigns
- 5-10 years high-tech/software/business application marketing
- Experience in HR/payroll, familiarity with HR/payroll audience a plus
- 4-year degree in Marketing, Communications, or related field
- Project management skills
- (Vendor) contract negotiation skills
- Team management skills
- Multi-tasking
- Team player

Interested applicants must contact person below for an interview:

E-Mail Address: [MarketingJobs@ultimatesoftware.com](mailto:MarketingJobs@ultimatesoftware.com)