
Job Opening at omNovia Technologies, Inc.: **Demand Generation Manager**

About omNovia Technologies

Founded in 2004 in Houston, omNovia has been one of the fastest growing technology companies in Texas since its inception. The omNovia Web Conference offers a 100% web-based solution capable of hosting up to 5,000 simultaneous participants in one virtual conference room with high quality audio, HD video, desktop sharing, file sharing etc. omNovia differentiates itself from competition by focusing on high quality and fully customizable web conferencing that provides a superior user experience.

Short Job Description

We are looking for someone to lead our marketing strategy through a broad range of communications and marketing support with a focus on demand generation marketing. This position will be responsible for the demand and lead generation campaigns with a focus on crafting and executing programs, then tracking and reporting on the results of the programs. The main objectives of this role are to generate an incremental pipeline for omNovia products and services and to leverage tactical messaging to influence the marketplace, capture customers and prospects, and generate, nurture and convert the pipeline.

Responsibilities

- Develop a comprehensive Demand Generation Plan for short and long-term profitable growth; and develop the campaigns, execution steps, content requirements, reporting templates, and supporting systems management.
- Create and develop demand and lead generation activities, conversion programs, and marketing campaigns that provide measurable improvement for top-line and bottom-line growth and meet/exceed goals.
- Track, analyze, and report the results of marketing campaigns.
- Create and develop integrated lead generation and nurture programs that deliver needed pipeline.
- Strategically integrate and leverage demand generation tactics and tools, including email, webinars, events, social media, and search engine marketing for campaigns, programs, and reporting purposes.
- Support overall company branding and awareness as part of the overall marketing initiatives and lead generation programs.
- Manage the creation of marketing collateral and support tools ensuring Sales has all needed materials to drive pipeline to close.
- Maintain and update the content of the website. Manage and optimize SEO and SEM campaigns.
- Oversee all customer communications including email campaigns and social media presence (Twitter, LinkedIn and Facebook).
- Write marketing content including Blog Articles, Case Studies, Presentations, Webinar content, White Papers and other marketing collateral as needed.
- Working alongside Sales Team, enhance Customer Relationship Management processes and technologies ensuring a constant stream of leads coming in and ample documentation around the sales and marketing efforts made towards those leads.
- Perform market research. Maintain knowledge of marketing trends, developments and best practices.
- Other duties as assigned.

Requirements

- Bachelor's degree in marketing, communications or related field.
- At least five (5) years of experience in the field; start-up experience preferred with primary focus on B2B, tech and SaaS.
- Proven experience developing and executing revenue generating marketing campaigns.
- Keen understanding of sales and marketing automation such as Salesforce.com and Act-On.
- Advanced knowledge of Microsoft office suite products, especially PowerPoint.
- Ability to make web updates using Wordpress or similar CMS.
- ROI driven with experience building out marketing reporting/analytics framework.
- Experience with Adobe Photoshop, InDesign and Dreamweaver is a plus.
- Excellent project-management and problem-solving skills.
- Self-starter who is able to anticipate and prioritize needs and handle wide range of diverse projects with minimal supervision.
- Ability to work in a fast-paced and rapidly changing environment with organizational, multi-tasking capability and prioritization skills.
- Ability to work effectively in a team-oriented environment and work independently through initiative and self-motivation.

Benefits

- Full-Time Salaried Position
- Health, Vision & Life insurance
- Bonuses
- Paid Vacation
- Innovative team culture and very collaborative environment
- Advancement opportunities