



Demand Marketing Manager

Remote

To apply, please send your resume and cover letter to jobs@reconstructinc.com.

Are you ready to drive adoption of Reconstruct - the leading construction site visualization platform? Reconstruct is looking for a Demand Generation Marketing Manager to own and execute both day-to-day marketing activities and longer term strategy of our multi-channel demand generation engine.

The ideal candidate is a proactive self-starter with strong communication & analytical skills, strong attention to detail, and experience working with customers. The ideal candidate will be able to learn quickly and can execute in an environment characterized by speed, fun, and collaboration.

Reconstruct Demand Gen Responsibilities:

- Own and optimize ABM/target account lists, deliver SALs, and nurture throughout the prospect & customer lifecycle.
- Work closely with the head of marketing and product marketing manager to plan webinars, events, and performance campaigns to attract our target accounts.
- Collaborate with our product marketing manager to keep campaign messaging fresh and relevant for market trends.
- Lead the planning and execution of marketing programs from start to finish, leveraging internal support and driving collaboration.
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics.
- Working in partnership with creative resource(s), develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets.
- Conceptualize and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels.
- Manage content and updates for customer and internal touch points, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support.

Experience & Skills:

- 5+ years in a B2B marketing role.

- Experience with account-based marketing required.
- Experience in construction and/or real estate industry preferred.
- Can demonstrate experience with marketing plan creation, execution, measurement, and optimization - leading to 5X growth during your recent tenure.
- Accustomed to being measured on and optimizing for SAL & pipeline growth.
- Can demonstrate experience with budget creation, tracking, and measurement of ROI.
- Can provide examples of successful marketing assets, web experiences, and sales & support materials.
- Can speak to successful use of modern marketing related tech stacks: user-tracking, marketing automation, in-app messaging, help center. We operate Hubspot and Salesforce as our core currently - with a new ABM solution in the works.
- Demonstrated writing skills with adherence to brand voice.
- Demonstrated written and verbal communication skills.
- An eye for good design, an ear for good copy.