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120 Max Hurt Drive • Murray, KY 42071



POSITION DESCRIPTION

Senior Digital Marketing Manager

Reports to: CMO

The Senior Digital Marketing Manager drives pipeline growth by developing and executing multi-channel digital strategies that increase brand visibility, generate qualified leads, support customer expansion, and increase thought leadership perception for ITS. This role combines strategy and hands-on execution, owning digital demand generation, marketing technology, and continuous optimization to ensure Marketing delivers high-quality opportunities to Sales.

Role Overview

- Develop and lead the digital demand generation strategy to consistently deliver high-quality leads for new business and upsell/cross-sell opportunities.
- Own the performance of key digital channels and the marketing tech stack, using data to inform investment decisions and optimization.
- Partner closely with Sales, Product, Product Marketing, and marketing leadership to align campaigns with company growth objectives and go-to-market priorities.

Key Responsibilities

1. *Campaign strategy and execution*

- Develop and maintain a rolling 3-month, multi-channel campaign calendar aligned with the ITS product roadmap, launches, thought leadership, and sales objectives.
- Plan and execute integrated digital campaigns across paid search, paid/unpaid social, email, website, and display to drive inbound lead volume and quality.
- Collaborate with product marketing to ensure campaigns have compelling offers, messaging, and creative that resonate with target personas.
- Develop campaign visuals using Canva or other design tools and/or manage outsourcing design work to contractors.

2. *Website and conversion optimization*

- Increase lead conversion from the website through best-practice use of CTAs, landing pages, forms, personalization, and strategic pop-ups.
- Partner with internal or external web resources to test and optimize site structure, messaging, and user experience in support of lead generation goals.
- Design and run A/B and multivariate tests to improve conversion rates across key touchpoints.

3. *Lead management, analytics, and reporting*

- Implement and optimize lead attribution model.



- Help define and optimize lead scoring, qualification criteria, routing rules, and SLAs to ensure a smooth lead handoff and closed-loop feedback with Sales.
- Develop and maintain dashboards and reports that track channel performance, funnel metrics, and marketing-sourced pipeline against goals (KPIs, ROI).
- Analyze trends and insights to recommend and execute changes that improve performance, efficiency, and scalability.

4. Marketing technology and data

- Audit existing marketing tools and technologies and recommend an integrated marketing technology stack that supports automation, segmentation, and reporting.
- Lead the implementation, configuration, and integration of new marketing tools; ensure data flows cleanly between marketing automation and CRM systems.
- Develop, cleanse, and maintain the marketing database to ensure accurate, high-quality data and enable targeted, segmented campaigns.

5. Collaboration, leadership, and continuous improvement

- Work closely with Sales and Customer Success to align campaigns with revenue targets and lifecycle programs (acquisition, expansion, and retention).
- Work closely with Product and Product Marketing to align campaigns with product roadmap and launch calendar.
- Evaluate emerging digital marketing and AI-driven technologies and provide recommendations on if and how to adopt them.
- Manage external partners or vendors as needed, ensuring deliverables and performance meet ITS objectives and standards.

Qualifications

- A. 8–10 years of experience in digital marketing and demand generation for high-growth B2B SaaS and/or technology-enabled services.
- B. Demonstrated experience owning channel performance and contributing meaningfully to sales pipeline and revenue targets.
- C. Bachelor's degree in Marketing, Business, Communications, or a related field (or equivalent practical experience).
- D. Ability to travel occasionally for team meetings, events, or conferences as needed.

Skills and Competencies

1. Proven track record of driving qualified pipeline and revenue growth through digital channels in a B2B SaaS and services environment.
2. Strong email and marketing automation expertise, including nurture/drip programs, lead scoring, and integration with landing pages and CRM.
3. Hands-on experience with a marketing automation platform and a CRM (preferably Salesforce), including building workflows, campaigns, and reports.
4. Experience with A/B and multivariate testing, website analytics tools (e.g., GA4), and data-driven optimization.



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5. Strong marketing database management skills, including segmentation, list management, and data hygiene.
6. Comfortable managing budgets, forecasting channel performance, and making ROI-based investment decisions.
7. Excellent project management skills, with the ability to manage multiple campaigns, stakeholders, and vendors in a fast-paced environment.
8. Strategic thinker who can connect day-to-day execution to broader company strategy while remaining hands-on with tools and tactics.
9. Exceptional written, verbal, and presentation skills, with the ability to communicate complex performance insights to non-technical stakeholders.
10. Collaborative, proactive, and adaptable, with a strong sense of urgency and ownership.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.