

**Montreal, Canada; Remote**

## **Company Description**

Polyrix is B2B technology organization, revolutionizing the manufacturing and metrology sectors with the world's first motionless surround 3D Scanner. Our disruptive measurement solutions for industrial manufacturing organizations, allow our clients to automate their inspection of full part coverage in **seconds**, in a **safe** and **easy to operate** fashion. Our solutions significantly improve our customers productivity by delivering cloud-based workflow information, via our Hardware as a Service (HaaS) business model. We are investor backed and growing fast. Our systems are used by some of the largest Fortune 500 companies around the world and are engaged with 5 of the 6 largest car manufacturers globally.

## **Job Description**

We seek a talented and resourceful Demand Generation Manager to join our growing team! This role drives top-of-the-funnel growth by defining and executing multi-channel marketing programs, including online events (webinars and podcasts), tradeshows and conferences, and digital marketing campaigns. There is also a need to support sales efforts to nurture and grow targeted accounts (account-based marketing activities) to accelerate the sales pipeline and influence closed-won revenue.

## **Who We Are**

We are a fast-paced, rapidly growing, and dynamic start-up with an all-star customer base. We are entrepreneurs at heart, always challenging the status quo and always ready to tackle the next challenge. We think strategically but are not afraid to roll-up our sleeves and get the job done no matter how big or small. We are dedicated and focused, but also make time to play and celebrate our successes.

## **Who You Are**

The ideal candidate is hands-on, skilled in modern lead gen practices (traditional and digital) and can demonstrate prior success in a fast-paced B2B technology start-up environment.

## **Responsibilities:**

- Develop, manage, and execute demand generation strategy across the stages of the buyer's journey to scale top-of-funnel inquiries and drive conversion.
- Employ best practices to achieve growth goals while experimenting with creative strategies and less-proven tactics.
- Actively participate in the development of content and creative materials (e.g., ads, landing pages, video, collateral)
- Work closely with sales operations to measure campaign success (KPIs) and performance of demand generation strategy, ROI, and funnel opportunities.
- Hands-on with Hubspot or Salesforce platform, including learning the platform, working with the team on data setup and integration, and building campaigns.
- Manage all aspects of the paid digital acquisition program (e.g., Adwords, display, syndication, paid social), including budget allocation and reporting.

## **Your Approach:**

- Customer-focused and uses that knowledge to inform strategy.
- Values account-based marketing practices to nurture and penetrate accounts.
- Proactive self-starter with a solution-oriented attitude.
- Highly adaptable; welcomes change, seeks feedback, and can thrive in a fluid, fast start-up environment.

## **Requirements**

- Bachelor's degree in marketing or similar field
- 3+ years' experience in growth marketing or demand generation roles defining and executing integrated campaigns including webinars, tradeshow, SEM, PPC, SEO, and organic and paid social media
- Hands-on experience with paid acquisition channels (e.g., Google Ads, LinkedIn Ads Manager, etc.)
- Experience in Google Analytics or other analytics tools
- Highly proficient with HubSpot or Salesforce