1. Now Hiring: Director of Demand Generation at Bench - YouTube

<https://www.youtube.com/watch?v=0RWcbqUzik0>

Transcript:

hey i'm ava uh i'm the senior director of marketing at bench and uh i'm looking to hire for a director of the men generation well what is that adventure what am i looking for um so in this role you'll basically oversee most of our acquisition teams uh that includes the paid acquisition team the content marketing team as well as affiliate and partner marketing um and you'll be responsible for most of our lead and traffic generation as well as client uh client generation and and so that makes you a very

important uh part of the team and really what i'm looking for is is somebody entrepreneurial you either owned a business and then you grew it from zero to something that you're proud of um and and that would show that you have a lot of grit and you're relentless in trying to find acquisition channels and strategies that are different and and over and above what every other business does um but that also mean that you could be you know working in another company another sas company tech fintech and that you've you've been

in a in a demand generation role or an acquisition role for for a few years and you've led a team ideally you you manage people and you're a great coach a great leader with a low ego and really eager to achieve results through others so so you'll be achieving results through your team and i'd really want you to be passionate and fired up about making them the best they can be and that's a really important part of this role um the other important part of this role is really be be creative and be relentless

in finding ways of doing marketing differently i think in in the sas and tech world we've seen it done over and over again and um i'm looking for someone that is willing to build a legacy um and trying ways to be adding value to our customers um in in a way that really speaks to them and through that uh work on building uh marketing acquisition strategies that that can sustain uh sustain our growth um and in terms of of bench and and what we're here for um we're here to deeply impact the life of

a million people so we're dedicated in changing the life of small business owners um and we we do that by supporting them through relieving the bookkeeping pain point that they have uh but also just helping them navigating all their finances so i really believe that that we as a company and us as a marketing team can can change life um and uh well i'd love for you to to join us uh on this journey so if you're interested and you think that you fit this profile um look at the job description uh hit apply

and then send me a message i'm looking forward to chat with you