

# Demand Generation Manager

*Marketing • Professional Services • Full-Time | Exempt | Hybrid*

Reports To: Partner – Enterprise Growth and Technology

Location: Austin, TX (Hybrid Considered) • Budget Oversight: \$1,500,000 Annual Marketing Budget

## ABOUT THE ROLE

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Five Stone Tax Advisers is a fast-growing professional services firm targeting 25% annual revenue growth over the next five years. To fuel that growth, we are hiring a Demand Generation Manager, a data-driven marketer who will own paid media, lead acquisition, pipeline acceleration, and revenue attribution across all digital and offline channels.

This is a hands-on, high-impact, high-visibility role. You will work alongside our Director of Communications and Marketing Coordinator to build a scalable demand engine from the ground up, with direct stewardship of a \$1.5M annual marketing budget.

## KEY RESPONSIBILITIES

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### Demand Generation & Paid Media

- Plan, execute, and optimize multi-channel paid advertising campaigns (Google Ads, LinkedIn, display, retargeting, and sponsored content)
- Own the full paid media budget allocation and pacing, delivering target CPL and pipeline ROI
- Develop account-based marketing (ABM) programs targeting priority verticals and named accounts
- Manage relationships with media vendors, agencies, and advertising platforms

### Lead Generation & Nurture

- Build and manage lead generation programs including gated content, webinars, events, and outbound prospecting support
- Design and execute automated email nurture sequences in collaboration with sales to move prospects through the funnel
- Partner with the CRM and sales teams to define lead scoring, routing, and SLA standards
- Optimize landing pages, forms, and conversion paths to maximize lead volume and quality

### **Analytics & Reporting**

- Own marketing attribution modeling and pipeline reporting that connects marketing spend to revenue outcomes
- Build dashboards tracking MQLs, SQLs, CPL, pipeline contribution, CAC, and channel ROI
- Conduct A/B testing across ads, landing pages, emails, and offers; translate results into iterative improvements
- Present monthly performance reviews to leadership with clear insights and recommendations

### **Strategy & Collaboration**

- Develop the annual demand generation strategy aligned with 25% YoY growth targets
- Collaborate with the Director of Communications on integrated campaign planning and brand consistency
- Provide subject matter expertise on advertising and demand generation to complement the existing team's communications and content strengths
- Stay current on B2B marketing trends, platform changes, and competitive intelligence

## **QUALIFICATIONS**

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### **Required**

- 5+ years of B2B demand generation, performance marketing, or growth marketing experience
- Demonstrated success managing paid media budgets of \$500K+ annually
- Proficiency with Google Ads, LinkedIn Campaign Manager, and programmatic/display advertising
- Experience with marketing automation platforms (HubSpot required)
- Strong analytical skills with hands-on experience in HubSpot CRM, Google Analytics, and pipeline reporting
- Proven track record of tying marketing programs directly to pipeline and revenue metrics
- Excellent communication and cross-functional collaboration skills

## Preferred

- Experience in professional services, B2B services, consulting, or financial services marketing
- Based in Austin, TX or willing to relocate; hybrid schedule with regular in-office collaboration
- HubSpot certifications (Marketing Hub, Revenue Operations, or CMS) strongly preferred
- Experience scaling a demand generation function during a high-growth phase
- Bachelor's degree in Marketing, Business, or a related field (or equivalent experience)

## WHAT SUCCESS LOOKS LIKE

Timeframe	Key Milestone
<b>30 Days</b>	Audit existing marketing channels, CRM data, and spend history; establish baseline metrics
<b>60 Days</b>	Launch first paid campaigns across 2-3 channels; implement attribution tracking
<b>90 Days</b>	Deliver first pipeline contribution report; present optimization roadmap to leadership
<b>6 Months</b>	Demonstrate measurable improvement in MQL volume, CPL, and marketing-sourced pipeline
<b>Year 1</b>	Drive demand generation programs that support 25% revenue growth; build scalable playbook

## COMPENSATION & BENEFITS

We offer a competitive compensation package commensurate with experience, including:

- Performance bonus tied to pipeline and revenue contribution metrics
- Employee Stock Ownership Plan (ESOP): build a real equity stake as a company owner
- Comprehensive health, dental, and vision benefits
- 401(k) with company match
- Professional development budget and conference attendance
- Flexible / hybrid work arrangements based in Austin, TX

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## WHY FIVE STONE

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Five Stone Tax Advisers is an exceptional place to grow your career. We pride ourselves on a culture that prioritizes purpose, flexibility, and professional development.

- **Purpose Beyond Profits.** We donate 33% of our annual profits to local and international charities, offer five company-paid volunteer days each year, and lead regular donation drives that support the greater Austin area.
- **Flexibility and Work-Life Balance.** To prevent industry burnout, we offer remote and hybrid work options, flexible scheduling, and a generous PTO policy that lets you rest and unplug.
- **Financial Security and Career Growth.** We invest in our team through competitive salaries, 401(k) matching, and performance bonuses, and we fully fund CPA and EA certifications, continuing education (CPE) credits, and professional membership fees.
- **Holistic Health and Family Care.** Our benefits include comprehensive health, dental, and vision insurance with HSA options, paid parental leave, gym membership reimbursements, and 100% company-paid life and disability insurance.
- **Strong Team of Professionals.** You will work alongside an elite team of more than 30 specialized CPAs and tax attorneys in a collaborative environment where your contributions directly impact the world for the better.

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*Five Stone Tax Advisers is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.*