



Role: Demand Generation Manager

Location: United States - Remote

Dyad is hiring a Demand Generation Manager to drive pipeline, partner with Sales, and lead integrated marketing efforts. This individual will be Dyad's only dedicated marketing team member at this time and will play a critical role in rebuilding and shaping our marketing function.

About the Role

We are looking for a **Demand Generation Manager** who can own, build, and scale our demand generation programs. This role is ideal for a B2B SaaS marketer with 5+ years of experience generating pipeline in a sales-led motion. You're strategic, hands-on, and know how to work closely with Sales to turn campaigns into conversations.

We're especially interested in candidates with **ABM experience**, particularly one-to-few and one-to-many, and those who can lead integrated campaigns from idea to execution across paid, owned, and earned channels.

What You'll Do

- Build and execute a demand generation strategy aligned with revenue goals
- Own campaign execution across digital channels (email, paid social, webinars, content syndication, SEO/SEM, etc.)
- Develop and manage lead programs and funnel conversion tactics measured by KPIs such as # of leads, cost per lead, conversion rates and lead quality
- Partner with Sales to launch integrated ABM campaigns focused on high-priority accounts
- Create campaign performance reports and dashboards to track and optimize results for inclusion in board reporting
- Work cross-functionally to support content development, sales enablement, and thought leadership
- Evaluate and manage marketing tech tools (CRM, automation, enrichment, etc.)
- Lay the groundwork for future marketing growth and team expansion



What You Bring

- 5+ years of B2B SaaS marketing experience with a strong focus on **demand generation**
- Proven experience partnering with Sales on **ABM campaigns** (one-to-few/one-to-many)
- Strong understanding of full-funnel metrics and how to measure campaign success
- Proficiency in tools like **HubSpot, LinkedIn Campaign Manager, and Google Ads**
- Self-starter who thrives in a fast-paced, resourceful, remote environment
- Excellent communicator with a collaborative, can-do mindset

Why This Role is Unique

- Demand gen is your primary focus—but you'll **touch nearly every part of marketing**
- A unique chance to **redefine** marketing at Dyad and shape how we go to market
- Direct partnership with the CSO and Sales team
- Opportunity to make a measurable impact on company growth

Why You'll Love Working Here

At Dyad, we are committed to creating a workplace where you feel valued, supported, and inspired. Here's why you'll love being part of our team:

- **Competitive Compensation & Benefits:** We offer a comprehensive compensation package that includes competitive salaries, comprehensive health benefits, and a 401(k) with company matching to help you plan for your future.
- **Paid Time Off & Holidays:** Enjoy a healthy work-life balance with paid time off and paid holidays, giving you the time you need to rest, recharge, and enjoy life outside of work.



- **Inclusive Culture:** We believe diversity makes us stronger. You'll be part of an inclusive, welcoming environment where everyone is encouraged to share ideas, collaborate, and grow together.
- **Work-Life Balance:** Your well-being is important to us. We support flexible work arrangements and provide the tools and resources you need to maintain a healthy balance between your personal and professional life.
- **Growth Opportunities:** Whether you're just starting your career or looking to grow, we provide access to development programs, mentorship, and leadership opportunities that help you reach your full potential.

In addition to our commitment to equal pay for equal work, Dyad is also committed to equal opportunity regardless of race, color, age, ancestry, religion, gender, gender identity, genetic information, parental or pregnancy status, sexual orientation, marital status, citizenship, national origin, disability, or veteran status.

If you are a driven and experienced Demand Generation Marketing Professional looking for an exciting opportunity to make an impact, we'd love to hear from you!

Send your resume today.

About Dyad

Dyad is a provider of comprehensive property and casualty insurance processing and distribution solutions that empower and connect agents, brokers, wholesalers, MGAs/MGUs, program administrators, carriers, and policyholders. Dyad's software and service solutions drive efficient insurance processing, superior customer service, and insightful business management.