

Demand Generation Manager

Description

FirstIgnite is the leading AI platform powering research, innovation, and career advancement in higher education. With products used by over 100 universities, we're transforming how academic institutions connect with industry, generate revenue, and empower their researchers and students.

Following our record-breaking growth, we're expanding our impact with **Eloris** (AI direct to researcher) and a new AI product launching for **direct to student** engagement. We're seeking a **Demand Generation Manager** to drive awareness, adoption, and revenue for both products.

About the Role

As FirstIgnite's **Demand Generation Manager**, you will own and execute growth-focused campaigns that drive top-of-funnel activity, generate qualified leads, and accelerate product adoption. You'll work cross-functionally across product, marketing, and sales to lead the go-to-market efforts for our Eloris and direct-to-student product launches.

Responsibility Statement

- Develop and execute multi-channel demand generation strategies to drive user acquisition for Eloris and our direct-to-student product.
- Create and manage campaigns across email, paid media, webinars, social, SEO, and partnerships.
- Design automated nurture workflows that move leads through the funnel and convert signups to active users.
- Optimize landing pages and funnels for conversion using A/B testing and performance analytics.
- Build and manage lead scoring models to support sales outreach and self-serve onboarding strategies.
- Collaborate with content and product marketing to craft messaging and assets aligned with researcher and student personas.
- Track and report on campaign performance, CAC, and ROI; recommend optimizations to improve outcomes.
- Support user activation and retention campaigns in partnership with Product and Customer Success teams.

Qualifications

- 3–7 years experience in B2B SaaS or B2C growth marketing, with a strong background in demand generation.
- Proven track record of launching successful campaigns that drove user acquisition and pipeline growth.
- Experience marketing to academic researchers or students is a strong plus.
- Skilled in HubSpot (or similar), Google Ads, LinkedIn Ads, SEO tools, and analytics platforms.
- Strong copywriting and creative brief development skills.
- Data-driven mindset with experience in conversion rate optimization and funnel analysis.
- Ability to thrive in a fast-paced, early-stage environment and take ownership from strategy through execution.

Hiring Manager

Cody Pawlowski

Employment Type

Full-time

Job Location

Remote work from: US-based preferred

Date posted

August 7, 2025

Valid through

07.09.2025

Why Join FirstIgnite

- Be part of a mission-driven company revolutionizing higher education with AI.
- Lead go-to-market efforts for cutting-edge products with massive market potential.
- Collaborate with a high-performing team in a fast-growth, self-funded startup.
- Competitive salary, equity, and benefits.

Company: FirstIgnite

Website: www.geteloris.com