



Demand Generation Specialist

Recovery Point Systems, Germantown, MD 20874

US Citizenship required

Background check required

About Us

Recovery Point Systems is a leading provider of comprehensive disaster recovery and business continuity solutions, serving clients across various industries including government, healthcare, and financial services. With a commitment to data protection and IT resilience, Recovery Point Systems offers a range of services including managed hosting, cloud-based disaster recovery, and cybersecurity solutions. Recognized as an industry leader by Gartner®, Forrester® and other leading industry analysts, we seek talented, dynamic individuals to join our team.

Job Description

We're looking for a **Demand Generation Specialist** to help us accelerate pipeline growth by creating and optimizing campaigns that convert interest into action. This role blends analytical thinking with creative execution, owning the performance of digital campaigns, developing conversion-optimized content, and enabling our Sales Development Representative (SDR) with messaging that works.

With support from agencies where needed, you'll manage our paid media, email programs, social channels, and landing pages. You'll track performance rigorously, run A/B tests, and pivot quickly to maximize outcomes. You'll also stay on top of industry trends and competitor activity to bring fresh, relevant content ideas that attract and convert prospects at every stage of the buyer journey.

This is a strategic, hands-on role ideal for a mid-level marketer with experience across the demand funnel and a strong sense of what makes buyers click, convert, and book meetings.

Responsibilities:

Campaign Strategy & Execution

- Plan, launch, and optimize integrated marketing campaigns across paid media, email, and digital ads (with agency support).
- Build and iterate content for campaign landing pages, email sequences, and nurture programs in collaboration with product marketing and automation resources.

Performance Analysis & Optimization



- Track and report on campaign performance metrics (CTR, CPL, MQLs, SALs, pipeline contribution).
- Run A/B tests across subject lines, landing pages, ad copy, and CTAs to improve conversion rates.
- Use performance insights to adjust strategy in real time, doubling down on what works and eliminating friction in the funnel.

Content Development & Enablement

- Write and adapt campaign content, including emails, ads, landing pages, and social copy tailored to different funnel stages.
- Collaborate with Product Marketing to turn messaging and positioning into compelling campaigns.
- Generate content ideas informed by competitive research and industry trends, ensuring our campaigns stand out and stay relevant.
- Support the SDR function with messaging templates, outbound sequences, social scripts, and content aligned to key personas and pain points.

SDR/Sales & Funnel Support

- Partner with SDR to ensure effective campaign follow-up and optimize handoffs from marketing to sales.
- Report on appointment-setting campaign performance, including response rates, meeting conversion, and lead quality insights.

Additional Responsibilities

- Manage campaign calendars and execution timelines.
- Collaborate with 3rd party agency to align campaign content with organic search strategies.
- Ensure campaign tracking, UTM tagging, and attribution are consistently maintained.
- Provide feedback to design, content, and agency teams to continuously improve creative assets and messaging effectiveness.

Required Skills

- Proven ability to execute multi-channel campaigns and generate qualified leads that convert to pipeline.
- Strong writing and content development skills, with a knack for turning positioning into conversion-focused messaging.
- Experience with tools like Act-On (or other marketing automation platform), Salesforce, Google Analytics, and paid ad platforms (e.g., LinkedIn Ads, Google Ads).
- Comfortable analyzing data and making fast, informed decisions to optimize performance.
- Curious and trend-aware with the ability to spot opportunities from competitor activity, market shifts, and evolving buyer behaviors.



- Collaborative and detail-oriented with the ability to work cross-functionally with sales, agencies, and product marketing.
- (Preferred) Ability to design basic campaign graphics using Canva or similar tools to support emails, social media, and landing pages.

Education/Experience

- Bachelor's degree in marketing, journalism, or related field.
- 3–5 years of experience in B2B demand generation, growth marketing, or digital campaign management.

Compensation/Benefits

- Health insurance package (medical/dental/vision/disability/life)
- Competitive salary
- 401(K) plans
- Paid holidays
- Paid time off
- Parental leave
- Flexible hours
- Pregnancy leave

Job type: Full-time

Salary: \$60,000 - \$70,000

Location: This is a remote position for candidates residing in the Eastern time zone to ensure adequate collaboration with the core team. Occasional travel to our Maryland headquarters will be required.

Equal Opportunity Employer