

Demand Generation Manager

Marketing • Professional Services • Full-Time | Hybrid

Reports To: Partner – Enterprise Growth and Technology

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

POSITION SUMMARY

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

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

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
30 Days	Audit existing marketing channels, CRM data, and spend history; establish baseline metrics
60 Days	Launch first paid campaigns across 2–3 channels; implement attribution tracking
90 Days	Deliver first pipeline contribution report; present optimization roadmap to leadership
6 Months	Demonstrate measurable improvement in MQL volume, CPL, and marketing-sourced pipeline
Year 1	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.

WHY FIVE STONE

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.

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