



# Demand Generation Specialist

The Center for Leadership Studies (CLS) is seeking a highly skilled Demand Generation Specialist that can work in a flexible, fast-paced environment to directly impact growth initiatives through marketing efforts. The Demand Generation Specialist will own our marketing automation platform and proactively manage and execute all lead generation campaigns to drive qualified leads into the pipeline.

The Demand Generation Specialist must be able to analyze and understand key marketing metrics to inform the digital strategy. An ideal candidate would be a highly organized and detail-oriented marketer with strong interpersonal skills and written and verbal communication skills. This candidate would also prioritize staying up to date with emerging marketing technology trends and best practices for revenue development. The Demand Generation Specialist will report directly to the Director of Marketing.

## Key Responsibilities:

- Develop and execute a marketing plan to drive meaningful differentiation from competitors using Account Engagement (Pardot), Google Ads, and Salesforce
- Determine the most appropriate mix of marketing programs to target existing and new prospects in key segments to drive revenue
- Grow and maintain the contact database and develop campaigns that drive interest, including message creation, CTAs, template design, and campaign workflows
- Coordinate overlapping email communications to various audience segments
- Review ongoing metrics to assess the effectiveness of the marketing programs and implement changes as needed to drive performance



## Requirements:

- Bachelor's degree in a marketing related field or relevant experience
- Certified Account Engagement (Pardot) Specialist
- 1-3 years' experience in digital marketing
- Experience with WordPress and Google Ads
- Understanding of HTML and CSS
- Data-driven approach and strong analytical skills
- Excellent presentation, written and oral communication skills, with exceptional attention to detail and ability to collaborate across the organization
- Strong organizational, prioritization, and time management skills
- Ability to work cross functionally and build strong relationships with internal stakeholders

## Preferred Requirements:

- Experience with advertising and product content strategy
- General understanding of adult learning theory and e-learning

## Company Culture and Benefits:

The Center for Leadership Studies (CLS) is a performance-based culture built on trust and respect. We offer a competitive and attractive compensation package, including:

- Comprehensive medical benefits/coverage
- Flexible time off
- Flex time and flexible workplace options
- Paid maternity and paternity leave
- Generous annual holiday calendar
- Educational assistance
- Highly collaborative and positive workplace



- A company focus on culture

## Company Overview:

For more than 50 years, The Center for Leadership Studies (CLS), founded by Dr. Paul Hersey, has been the global home of the original Situational Leadership® Model. With over 15 million leaders trained, Situational Leadership® is the most successful and widely adopted leadership model available. Deployed in more than 70% of Fortune 500 companies, Situational Leadership® transcends cultural and generational differences and equips leaders around the globe with the skills necessary to address a specific challenge, drive behavior change and increase productivity. CLS' diverse product portfolio includes a comprehensive off-the-shelf leadership curriculum founded on our proven, research-based competency model. In addition, CLS has more than 25 years of experience designing and developing award-winning custom training solutions.

CLS services customers both domestically and internationally through an extensive network comprised of over 200 learning professionals in more than 35 countries. Our global affiliates and facilitators understand the nuances present in each culture, allowing for the delivery of innovative, high-quality training programs in localized languages.

## Our Values:

At The Center for Leadership Studies we view each customer opportunity as a long-term partnership. In such relationships, we believe that the values of the people that you choose to do business with can have an equal impact on the success of your learning endeavors as can the technical skill sets. Put a different way, we feel it's important for you to know who we are and what we stand for. Below are the values we strive to live by each day. They represent the expectations that we have for each and every CLS team member:



### **Be Responsive: Service is Inside and Out**

Do what you say you are going to do when you say you are going to do it. Don't over promise and never under deliver.

### **Embrace Teamwork: Invest in Others**

Strive to continually develop and nurture your base of personal power.

### **Own Your Actions: Take Personal Responsibility**

Follow through on your commitments with relentless attention to detail, completion and results.

### **Maintain Your Integrity: Do the Right Thing**

Communicate openly and honestly: Develop a reputation grounded in personal and professional credibility.

### **Have Fun: Take a Minute to Smile**

Enjoy the journey (celebrate victories; keep setbacks in their proper perspective). Embrace the fact that work and fun are NOT mutually exclusive terms.

For additional information, please direct inquiries to

[jobs@situational.com](mailto:jobs@situational.com).