

Job Title: Demand Generation Manger

Location: Remote (North America)

Company: OK Alone – Lone Worker Safety

Type: Full-time / Permanent

Salary: Competitive + Performance-based incentives

About OK Alone:

OK Alone is a fast-growing SaaS company dedicated to keeping lone workers safe across the globe. Our easy-to-use mobile and web platform ensures employees working alone or in hazardous environments are connected, protected, and supported. Trusted by thousands of companies worldwide, we are passionate about innovation, reliability, and making a real difference in workplace safety.

Position Overview

The Demand Generation Manager will be responsible for **building and executing integrated marketing programs** that drive awareness, engagement, and pipeline growth for OK Alone in the United States. This newly created role will focus on **digital-first strategies**, leveraging paid media, GEO/SEO, content marketing, and marketing automation to generate qualified leads across priority sectors in North America.

The ideal candidate combines **strategic thinking with hands-on execution**, understands the nuances of an immature market, and can adapt campaigns to educate buyers while driving measurable ROI.

Key Responsibilities

1. Strategy & Planning

- Develop and own the **North American demand generation strategy**, aligned with OK Alone's GTM priorities and revenue goals.
- Define **campaign objectives, KPIs, and budgets** for digital channels (GEO/SEO, PPC, paid social, display).
- Collaborate with the Marketing Director and sales team to ensure **alignment between marketing and sales**.

2. Campaign Execution

- Launch and optimize **multi-channel campaigns** targeting industries and regions.

- Work with our Performance Marketing Manager to deliver **paid media programs** (Google Ads, LinkedIn Ads) and ensure keyword targeting reflects sector-specific pain points.
- Oversee **marketing automation workflows** in Pardot/Salesforce for lead nurturing and scoring, with an Automation Manager to execute campaigns.
- Create focused ABM campaigns for selected prospects in key industry segments.

3. Content & Messaging

- Work with internal content teams to create **segment-specific assets** (blogs, whitepapers, webinars, video) that educate and convert.
- Ensure messaging aligns with OK Alone's **value proposition** and messaging hierarchy.

4. Analytics & Optimization

- Track campaign performance across channels; report on **lead volume, CPL, pipeline contribution, and ROI**.
- Use data to **continuously optimize targeting, creative, and spend allocation**.

5. Partnership & Event Support

- Collaborate on **co-marketing initiatives** with partners.
- Support **event-driven campaigns** with pre- and post-event digital amplification.

Required Skills & Experience

- 5+ years in B2B demand generation, preferably in SaaS or technology.
- Proven experience with developing content, managing digital marketing channels (SEO, PPC, paid social) and marketing automation platforms.
- Strong analytical skills; ability to interpret data and optimize campaigns for performance.
- Excellent communication skills, with experience of working and coordinating external partners.

- Experience of managing people and working in cross-functional teams.
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KPIs

- **MQLs generated per quarter** (by segment and geography).
 - **Pipeline contribution** from marketing-sourced leads.
 - **Cost per lead (CPL)** and **ROI** on paid campaigns.
 - Engagement metrics for **content and nurture programs**.
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Location & Reporting

- **Remote (US-based)** with occasional travel for events.
 - Reports to **Marketing Director (Global)**.
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Why Join OK Alone?

- **Work with a mission-driven company making a real impact in worker safety.**
 - **Fully remote team with flexible hours and a strong focus on work-life balance.**
 - **Competitive salary with bonus potential tied to performance and customer outcomes.**
 - **Opportunity to shape a growing company's partnership ecosystem.**
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Ready to Join Us?

Ready to Join Us? Send your CV and a short cover letter explaining why you're a great fit to: debbie.martin@peoplesafe.co.uk