

Growth Marketing Manager

About PlanIT Geo

PlanIT Geo provides innovative software and services for urban forestry, GIS, and green infrastructure management. Our tools and data help cities, organizations, and consultants plan, preserve, and enhance the urban forest – creating greener, healthier communities.

We're rebuilding our growth team and looking for a hands-on **Growth Marketing Manager** to own and execute the programs that drive qualified pipeline and customer activation. While the focus of this role is demand generation, building full-funnel campaigns across channels (especially events, webinars, and email) to attract, engage, and convert prospects; this role will also support full funnel growth, connecting acquisition, nurturing, and retention efforts to fuel revenue.

This is a remote position, reporting to the VP Growth & Success.

Key Responsibilities

Campaign Strategy & Execution

- Develop and execute integrated demand generation and growth campaigns across email, webinars, events, paid media, and partnerships to drive qualified pipeline and product engagement.
- Build and manage full-funnel marketing programs that attract, activate, and nurture prospects throughout the buyer journey - from awareness through onboarding.
- Manage pre- and post-event campaigns for conferences and webinars - including lead capture, follow-up content, SDR coordination, and performance tracking.
- Partner with consulting, product, and customer success teams to develop campaigns and lifecycle journeys that align messaging from first touch through customer activation.
- Collaborate with sales leadership to align campaigns with GTM initiatives, ensuring seamless lead handoff and follow-up.
- Support SDRs with list building, sequence creation, and targeted campaign implementation.
- Lead content creation and assembly, leveraging AI tools, internal subject matter experts, and the in-house designer to produce blogs, case studies, emails, landing pages, ads, and other marketing assets.
- Coordinate external content support or contractors as needed to scale content production and maintain quality.
- Lay the groundwork for scalable campaign processes, documentation, and reporting frameworks as the demand gen team expands.

Performance Management & Optimization

- Own marketing funnel - MQLs, SALs, SQLs, and pipeline contribution - optimizing continuously for performance and ROI.
- Manage and optimize performance across paid channels (e.g. LinkedIn Ads, Google Ads) with possibility for contractor/agency support depending on candidate's preferences.
- Continuously test and refine messaging, creative, and funnel touchpoints through data-driven experimentation.
- As a Hubspot expert, ensure clean data capture, attribution accuracy, and full visibility from first touch through opportunity and customer activation.
- Build performance dashboards and establish repeatable reporting cadences for leadership visibility.

Webinars & Events

- Lead promotion and follow-up strategy for webinars, collaborating with internal experts on topics and content.
- Support major industry events by managing digital promotion, email campaigns, and post-event nurture (not responsible for onsite or A/V logistics).
- Develop templates and workflows for future event promotion and follow-up campaigns.

Lifecycle & Retention Marketing

- Partner with CS and onboarding teams to develop email nurture and in-app engagement campaigns that accelerate time-to-value and retention.
- Support upsell and renewal initiatives through targeted customer marketing and advocacy programs.
- Leverage user and account data to identify friction points and implement retention or reactivation campaigns.

Success Metrics

- Marketing Qualified Leads (MQLs) generated
 - Sales Accepted Leads (SALs) created
 - MQL-to-SAL conversion rate
 - Pipeline sourced and influenced
 - Campaign ROI and channel performance
 - Documentation and readiness for future hires (systems, playbooks, and repeatable programs)
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Requirements

- 3-5+ years of B2B demand generation and growth marketing experience in B2B SaaS, tech, or a related industry.
- Expert, hands-on experience with Hubspot and marketing automation tools, including workflows, lead scoring, and attribution.
- Proven track record of driving pipeline and revenue through multi-channel, full-funnel campaigns.
- Strong analytical skills and experience managing marketing KPIs to guide decision-making.
- Proficiency in digital channels including paid social, retargeting, and email marketing.
- Excellent project management skills with the ability to manage multiple concurrent campaigns.
- Strong collaboration and communication skills across teams and stakeholders.
- Knowledge of the SaaS buyer journey and customer lifecycle dynamics.
- Experience creating, assembling, and scaling marketing content using AI tools, internal experts, and designers.
- *Nice to have:* As a remote company, support event logistics by helping store and ship out materials to conferences as needed - this is a nice-to-have responsibility as we recognize some candidates will be limited by where they live.
- ***Self-starter with the ability to operate both strategically and tactically - comfortable being a one-person growth gen engine while building the foundation for scale.***

Why PlanIT Geo

You'll join a growing, mission-driven company that combines purpose with performance. This is an opportunity to build the next generation of demand programs that connect our story to the market - helping communities around the world manage their trees, map green assets, and plan for a more sustainable future.

Compensation

Pay: \$90,000 - 110,000 OTE; base salary commensurate with experience with potential for performance-based bonus.

Company 401(k) with employer match, comprehensive health, dental, and vision insurance, HSA, and unlimited paid time off offered.

Laptop provided by PlanIT Geo as well as other reimbursable expenses.

Flexible work hours, a supportive and inclusive work culture, and the opportunity to make a positive impact on the environment and urban communities.

We pay every other week through direct deposit and offer performance bonuses.

Equal Opportunity Statement

PlanIT Geo is an equal opportunity employer committed to inclusion and diversity. We take action to ensure equal opportunity for all applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, Veteran status, or other legally protected characteristics. At present we are only considering candidates resident in and legally authorized to work in the USA. Read our full policy [here](#). Learn more about your EEO rights as an applicant [here](#).