



Demand Generation Lead

Location: United States (remote) · Team: Marketing · Reports to: Director of Product · Individual contributor ·

About the role

evaluagent is a B2B SaaS platform for contact centre quality assurance, conversation intelligence, and AI Agent Observability. We have strong reach and a deep understanding of the EMEA market. This role runs demand generation campaigns that feed our pipeline, working within the strategy set by GTM leadership, while bringing the US-market depth we need to match our EMEA reach.

A core part of the role is helping move us from capturing existing demand to creating it — reaching the ~97% of our market who aren't actively searching yet. Harvesting the in-market 3% is table stakes; the bigger opportunity is generating demand where none currently exists.

You'll work within a lean, AI-first team as a highly valued individual contributor with direct exposure to the GTM exec team. No people-management responsibilities — this is a hands-on role for someone who enjoys building and executing themselves.

Roles & responsibilities

Demand creation & strategy

Build and run demand-creation campaigns that reach buyers before they're in-market — content, channels, and campaigns across the ~97% who aren't yet searching. Execute demand generation campaigns across inbound and outbound, and support ABM plays for target accounts. Create air-cover campaigns that warm accounts for SDR outreach, and design multi-touch campaigns that move prospects from unaware through to SQL.

Run multiple campaigns concurrently — competitor displacement, customer upsell, and awareness campaigns that create urgency — without dropping quality. Optimise conversion at every stage.

Go-to-market & messaging

Leverage and operationalise the competitive positioning and messaging defined by GTM leadership, translating it into campaigns, content, and demand-creation narratives that resonate with buyers who don't yet know they have a problem. Translate technical capabilities into compelling market-facing campaigns. Contribute to ICP refinement and manage campaign audience data.

Execution & alignment

Define campaign structures and build out the underlying data needed to execute against them. Work alongside our digital marketing agency and UK colleagues to keep messaging and channels aligned across the business. Explore and test new channels as our value proposition and buyer personas evolve, bringing your knowledge of what works in the US market.

You'll contribute towards

- Pipeline that supports our new-logo ARR goals.
- Increased ARR from North American ICPs
- Increased share of wallet from the install base
- Demand created beyond the in-market segment

Your background

You've built demand generation in B2B SaaS and you know the difference between capturing demand and creating it. You've likely come from a CCaaS, WFM, CX, or chatbot product, so you understand the US contact centre market from the inside: the channels, events, and audiences that work, and the buyers who make the decisions. You're hands-on, comfortable in a lean team, and you enjoy building and running campaigns yourself.

Must-haves

- Experience marketing within the US contact centre market — CCaaS, WFM, CX, or chatbot background — with a feel for which channels, events, and audiences work here.
- Experience building B2B pipeline through multi-channel campaigns that create urgency in-market, including demand-creation campaigns aimed at buyers who aren't yet searching.
- Experience marketing to contact centre and customer experience buyers, with an understanding of why quality management matters to them.
- An understanding of which channels work effectively for deals in the \$40k–\$100k ACV range.
- Marketing automation platforms (HubSpot preferred) — you are comfortable building nurture programmes in HubSpot (administration sits with GTM Ops).
- ABM tools and tactics — hands-on experience with account-based plays.
- Experience building relationships with an SDR function and RevOps.
- Hands-on experience using AI to automate repeatable tasks, paired with genuine curiosity about changing how marketing is operated and run.

Nice-to-haves

- Familiarity with FullEnrich, GoodFit, and similar martech for building audiences and maintaining parity across tools and channels.
- Partner marketing experience — co-marketing programmes, joint campaigns and webinars with integration partners. Not a core part of the role today, but an area that may grow.
- Bonus points for experience selling increasingly technical products to technical buyers — conversational designers, engineers, and the like.