

## **Job Description – Demand Generation Manager**

### **About the Job**

**Job Title:** Demand Generation Manager

**Location:** Ghatkopar, Mumbai

**Job Type:** Full-time

**Department:** Sales & Marketing

**Reports To:** Director / CEO

### **About Intellve**

Intellve Solutions Pvt. Ltd. is a fast-growing software company specialising in cloud-based video surveillance and remote monitoring solutions. We help businesses streamline operations, drive growth, and accelerate digital transformation through innovative technology.

### **About the Role**

We are looking for an experienced Demand Generation Manager to lead strategic demand-generation and inside-sales initiatives for our CCTV surveillance and security solutions business.

This is a sales-driven role focused on generating qualified leads, building strong pipelines, engaging prospects, and supporting conversions. You will work closely with the sales team to drive consistent pipeline growth and revenue impact.

### **What You'll Do**

#### **Demand Generation & Pipeline Growth**

- Develop and execute demand generation strategies for CCTV surveillance, VMS, cloud monitoring, access control, and AI-based video analytics solutions
- Generate new business opportunities through cold calling, email campaigns, LinkedIn outreach, digital campaigns, webinars, exhibitions, and partner networks

#### **Lead Management & Conversion**

- Generate and track MQLs and SQLs, ensuring timely handover to the sales team

- Coordinate closely with sales to drive lead follow-up, meetings, demos, proposals, and closures
- Account-Based & Sector-Focused Marketing
- Build target account lists and drive account-based marketing initiatives across Smart Cities, Manufacturing, BFSI, Retail, Warehousing, Infrastructure, Healthcare, Education, and Real Estate

### **Cross-functional Collaboration**

- Work with Sales, Pre-Sales, Product, and Channel Partner teams to align campaigns with business priorities
- Campaign Execution & Optimisation
- Design lead nurturing journeys, drip campaigns, and engagement programs using CRM and marketing automation tools
- Manage website lead generation and improve conversion rates

### **Performance Tracking & Reporting**

- Monitor campaign effectiveness, conversion ratios, pipeline movement, and revenue contribution
- Prepare regular reports on lead generation, campaign performance, and pipeline metrics
- Partner-led Demand Generation
- Build and maintain relationships with channel partners, system integrators, consultants, and distributors to generate demand

### **Market Awareness**

- Stay updated on industry trends, competitive activity, and emerging technologies in CCTV surveillance, VMS, cloud surveillance, and AI-driven security solutions

### **What We're Looking For**

- Bachelor's degree in Marketing, Business Administration, Communications, Engineering, or a related field
- MBA or equivalent postgraduate qualification is a plus
- 5–8 years of experience in demand generation, B2B marketing, digital marketing, or lead generation
- Experience in CCTV surveillance, electronic security, networking, IT infrastructure, SaaS, telecom, or related industries preferred
- Proven track record of generating leads, building pipelines, and supporting revenue growth
- Experience working with enterprise sales teams, channel partners, and B2B customers

## **Skills & Knowledge**

- Strong sales orientation with the ability to drive pipeline and revenue outcomes
- Hands-on experience with CRM and marketing automation tools such as Salesforce, HubSpot, Zoho CRM, Marketo, or similar platforms
- Understanding of CCTV surveillance architecture, VMS platforms, cloud-based monitoring, and AI video analytics solutions
- Strong communication, stakeholder management, and campaign planning skills
- Ability to manage multiple campaigns in a fast-paced, target-driven environment
- Willingness to travel for events, exhibitions, customer meetings, and partner engagements

## **What We Offer**

- Competitive compensation with performance-based incentives
- Opportunity to work with a fast-growing CCTV surveillance and remote monitoring company
- Collaborative and performance-driven work environment
- Career growth and leadership development opportunities
- Exposure to cloud-based and AI-driven surveillance solutions
- Opportunity to contribute directly to business expansion and revenue growth

If this sounds like you, or someone in your network would be a great fit, we'd love for you to apply!