

VP Demand Generation

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Company: Similarweb

Location: Tel Aviv-Yafo

Category: other-general

Similarweb (SMWB) is the leading digital intelligence platform used by over 4,500 global customers. Our wide range of solutions power the digital strategies of companies like Google, eBay, and Adidas.

We help our customers succeed in today's digital world by giving them access to data-driven insights, competitive benchmarks, strategic analysis, and more.

In 2021, we went public on the New York Stock Exchange, and we haven't stopped growing since!

We are looking for **VP of Demand Generation** to join us in our Givatayim, Israel location.

This role will report to the Chief Marketing Officer.

We're looking for an experienced professional to build and execute our customers' multi-channel acquisition, driving purchase behavior through the use of all available digital techniques, emerging platforms and technologies.

So, what will you be doing all day?

Responsible for overseeing **pipeline creation activities** for the global Sales organization and Similarweb's **self-service motion**

Drive top-of-funnel growth through the development and implementation of lead generation programs.

Oversee end-to-end execution of demand generation campaigns - email, content, digital advertising, SEO, etc.

Spearheaded all advanced ABM plays for new strategic accounts acquisition and expansion.

Work closely with Data Science & BI teams to improve and evolve measurement, conversion infrastructure and data management platforms to gain deeper insights into the entire customers' lifecycle.

This is the perfect job for someone who:

Excellent leadership and team management skills.

At least 5 years of experience managing large-scale Demand Generation teams.

Knowledge of various PPC platforms- Google Ads, YouTube, Facebook, etc.

Proficiency in a broad spectrum of SEO techniques, encompassing comprehensive understanding of various practices and strategies employed in the field of search engine optimization.

Experience with B2B SaaS- strong advantage

Analytical thinker, methodological, ROI oriented

Exceptional attention to details

Strong problem-solving and fact-based decision-making skills

English at mother tongue or high level

Why you'll love being a Similarwebber:

You'll actually love the product you work with Our customers aren't our only raving fans. When we asked our employees why they chose to come work at Similarweb, 99% of them said "the product." Imagine how exciting your job is when you get to work with the most powerful digital intelligence platform in the world.

You'll find a home for your big ideas We encourage an open dialogue and empower employees to bring their ideas to the table. You'll find the resources you need to take initiative and create meaningful change within the organization.

We offer competitive perks & benefits We take your well-being seriously, and offer competitive compensation packages to all employees. We also put a strong emphasis on community, with regular team outings and happy hours.

You can grow your career in any direction you choose Are you interested in becoming a VP or want to transition into a different department? Whether it's Career Week, personalized coaching, or our ongoing learning solutions, you'll find all the tools and opportunities you need to develop your career right here.

Diversity isn't just a buzzword People want to work in a place where they can be themselves. We strive to create a workplace that is reflective of the communities we serve, where everyone is empowered to bring their full, authentic selves to work. We are committed to inclusivity across race, gender, ethnicity, culture, sexual orientation, age, religion, spirituality, identity and experience. We believe our culture of equality and mutual respect also helps us better understand and serve our customers in a world that is becoming more global, more diverse, and more digital every day.

We will handle your application and information related to your application in accordance with the Applicant Privacy Policy available .

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