

Conquest Planning is a leading financial planning software company on a mission to deliver personalized financial advice to more people. Founded in 2018 by a team with over 30 years of experience building market-defining planning technology, Conquest is once again transforming the industry — this time with a modern, AI-native platform that helps advisors deliver advice with clarity, confidence, and scale across the entire wealth spectrum.

As our first dedicated Demand Generation hire, you'll partner closely with the CMO and Sales leadership to build a multi-channel demand engine and repeatable motions to generate qualified pipeline that converts. As the **Demand Generation Director**, you'll own the design and execution of demand gen initiatives across channels; campaign performance, tracking, and optimization; and the frameworks, processes, and tool selection that will shape how Conquest generates, qualifies, and closes pipeline.

This is a remote / work from home opportunity. Open to U.S. candidates.

**Duties of the role include:**

You will lead and execute the full spectrum of demand generation and growth activities, including:

- Build the demand generation foundation from scratch: processes, systems, workflows, and repeatable playbooks for quality pipeline creation
- Translate revenue targets into clear quarterly demand plans with channel mix, budget recommendations, and measurable goals
- Partner with Sales on ICP refinement, account prioritization, and coordinated plays to drive meetings and opportunities
- Design and run multi-channel campaigns across web, ABM, email, paid, content syndication, and partner marketing channels
- Own top-to-bottom paid media strategy and execution, including LinkedIn, Google, and industry-specific platforms
- Turn the website into a high-performing conversion engine through testing, optimization, and clear user journeys
- Lead SEO/AEO strategy (with agency support if needed) to grow organic visibility and inbound interest
- Partner with Product Marketing to test messaging, run experiments, and ensure campaign relevance for key segments
- Build account-based programs with Sales, including coordinated outbound, targeted content, and personalized experiences
- Own events and field marketing programs designed to create meetings, accelerate deals, and influence pipeline
- Run pre-event, at-event, and post-event workflows with crisp follow-through and measurable results
- Build clean, accurate lead flow, routing, scoring, and attribution in Salesforce and martech systems
- Create dashboards and reporting that clearly tie activity to opportunities, pipeline, and revenue
- Establish the growth operations infrastructure: landing pages, nurture programs, forms, audience targeting, and campaign governance
- Evaluate and recommend marketing technology, data tools, and integrations that support scale

- Use AI tools to speed up analysis, messaging tests, optimization cycles, and insight generation
- Continuously evaluate performance to refine strategy, optimize spend, and double down on what drives real pipeline

**Tools You'll Use:** Salesforce (CRM and Account Engagement marketing automation), Webflow, Google Ads, LinkedIn Ads, Microsoft suite and Copilot

**Qualifications required:**

- 6–10 years of B2B demand generation or growth marketing experience, with ownership of pipeline goals and proven success in hitting targets at high-growth companies
- A proven builder who has created demand engines, reporting systems, and channel motions in an early-stage or scaling environment
- A strategic thinker who can develop annual and quarterly demand plans, and a hands-on doer who can execute campaigns end-to-end
- Highly analytical, data-driven, and confident making tradeoffs based on performance
- Strong in ABM, website optimization, paid acquisition, and building integrated campaigns across channels
- A trusted partner to Sales, with a track record of generating real pipeline and accelerating deals
- Comfortable leading without authority and partnering cross-functionally to drive alignment and momentum
- Experienced in building clean marketing operations foundations and partnering internally to align on systems for attribution, routing, scoring, and campaign architecture
- A creative problem-solver who enjoys experimentation and iterating quickly based on performance
- Someone who uses AI tools to move faster without sacrificing quality, insight, or precision
- Driven by the opportunity to build the first demand engine at a growing startup with high ownership and direct revenue impact to support a strong sales-led enterprise motion with growth from new channels
- FinTech experience is a plus, but not required

**What to expect:**

- An inclusive culture comprised of extremely talented individuals.
- A leadership team with a proven track record of success.
- The opportunity to join a company as it expands across the globe.
- Competitive compensation and generous benefits.

**How to Apply:**

We're excited to learn about you and want to give you the opportunity to set yourself apart from everyone else. Along with your Resume, send us a personalized Cover Letter, Email or Video telling us why you are interested in this job, the fintech industry, and the reason you would like to work with us.

**Next steps:**

If this exciting opportunity is of interest to you, please forward your application as described above with **Demand Generation Director** in the subject line to Human Resources at [human.resources@conquestplanning.com](mailto:human.resources@conquestplanning.com) by **February 23, 2026**.

We thank all applicants for their interest. Only those invited for an interview will be contacted.

Conquest Planning Inc. is an equal opportunity employer. Our inclusive work environment welcomes diversity and supports accessibility. If you require accommodation at any time during the recruitment process, please contact [human.resources@conquestplanning.com](mailto:human.resources@conquestplanning.com).