

Demand Generation Lead

Department/group	aosphere
Office	London - Spitalfields
Reporting to	Global Head of Marketing
Role Type	Permanent

About aosphere

aosphere helps financial institutions navigate complex regulation with clarity and confidence, combining expert-authored insight with technology to deliver regulatory intelligence clients can trust and act on.

For over 20 years, aosphere has supported firms in understanding what regulation requires, acting on it and proving they have done so. Our products span derivatives, shareholding disclosure, marketing restrictions, data privacy, e-signatures and crypto asset regulation, and are used by over 750 institutions and 15,000 users worldwide, including most leading banks and 80% of the world's largest asset managers.

Our flagship products, including netalytics, CSAnalytics, diligence and the Rulefinder suite, deliver expert-authored regulatory intelligence, and we are now building a new generation of workflow solutions to help firms operationalise regulatory requirements through structured, audit-ready processes.

We combine human expertise with intelligent technology to deliver accuracy at scale, and operate globally with teams across London, New York, Switzerland, Australia, Belfast, Hamburg and Dubai.

The role

We are looking for an experienced Demand Generation Lead to build and scale aosphere's demand engine, directly supporting revenue growth across our regulatory intelligence and workflow solutions.

This is a high-impact, strategic role at a pivotal stage of growth. You will own the end-to-end demand generation strategy, spanning inbound, outbound and nurture, with a clear focus on pipeline creation, conversion and revenue contribution. You will play a central role in transforming marketing from a reactive function into a structured commercial growth engine, working closely with sales, product and leadership.

This is a senior, standalone role reporting to the Global Head of Marketing, with responsibility for establishing and owning the demand generation function. The successful candidate will partner closely with leadership to define and deliver the strategy, with a clear mandate to build out the function and team over time as the capability scales.

Job description

Demand generation strategy & execution:

- Own and deliver the demand generation strategy across inbound, outbound and nurture
- Build a scalable pipeline engine aligned to commercial targets and product priorities

- Develop and execute multi-channel campaigns across SEO, content, paid, ABM and events
- Translate commercial targets into pipeline, MQL and conversion goals

Pipeline ownership & performance:

- Take ownership of marketing-sourced and influenced pipeline
- Improve conversion across the funnel (MQL → SQL → close)
- Identify and scale high-intent demand channels
- Build structured nurture programmes

Account-based marketing (ABM) & outbound:

- Design and implement structured outbound and ABM programmes
- Partner with BD and sales teams to target priority accounts

Data, reporting & optimisation:

- Define and track key metrics across demand, pipeline and revenue
- Build attribution and reporting frameworks

Cross-functional collaboration:

- Partner with sales, product and SMEs
- Support sales enablement materials

Team & agency leadership:

- Manage agencies
- Collaborate across marketing functions

Key requirements

Experience:

- 5-7+ years in demand generation or B2B marketing
- Experience building pipeline in B2B environments
- Ideally SaaS, data, reg-tech or PE-backed (not essential)

Skills & capabilities:

- Commercial mindset
- Strong analytical capability
- CRM/automation experience

Mindset:

- Builder mentality
- Delivery-focused
- Collaborative
- Comfortable with AI and new tools

Join us

This role offers the opportunity to build and scale a core commercial capability within a growing business. You will have direct impact on revenue generation, working closely with senior stakeholders across marketing, sales and product. We offer a collaborative, flexible working environment, with hybrid working and opportunities for professional development as the marketing function evolves.



Please send your CV/resume in confidence to hr@aosphere.com