

## Demand Generation Lead

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

### About aosphere

aosphere Limited produces market leading web-based legal and compliance management products currently focused on derivatives, shareholding disclosure, marketing restrictions, data privacy, e-signatures and crypto asset regulation. aosphere's products are used by over 750 institutions and over 15,000 users worldwide including most leading banks and 80% of the top 20 world's largest asset managers. Its flagship products include netalytics, CSAnalytics, diligence and the Rulefinder product range. aosphere Limited is at the forefront of legal innovation and has featured multiple times in the prestigious Financial Times Innovative Lawyers report. aosphere Limited is also a pioneer in the use of flexible working arrangements. The team is based in London, New York, Australia, Belfast, Hamburg and Dubai.

Join our team and you'll be part of a flexible, inclusive culture underpinned by openness and acceptance. We're driven by the belief that, to perform, people need support and space to collaborate. By combining those values with an ambitious outlook, we can give you the opportunity to thrive.

### 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](mailto:hr@aosphere.com)