

Internal Demand Generation Executive

Lead Generation, B2B campaigns, Email marketing,
Campaign creation, LinkedIn outreach

the
growth
group.

Internal Demand Generation Executive

Who are the 'Growth Group'?

The Growth Group is the parent company of **Inboxx** and **StraightIn**: two leading agencies helping B2B companies scale faster through smart, outsourced sales and marketing strategies.

From **email marketing** and **LinkedIn lead generation** to **paid ads** and **external sales support**, we build campaigns that **directly drive revenue and pipeline** for our clients.

With offices in the **UK, US, Singapore, and North Macedonia**, we're a fast-growing global team with big ambitions, delivering cutting-edge strategies to high-growth B2B companies worldwide.

What will your role involve?

As our Internal Demand Generation Executive, you'll be responsible for designing and executing internal B2B lead generation campaigns across email and LinkedIn, with the goal of creating pipeline and driving new opportunities for Growth Group, Inboxx, and StraightIn.

You'll have full ownership over the campaign creation process, from building high-converting outreach strategies to managing responses, qualifying leads, and booking meetings for our internal sales team. You'll blend copywriting, analytics, and performance-based marketing into one exciting, impact-focused role.

Your responsibilities will include:

- Creating and launching internal B2B email marketing campaigns targeting key buyer personas.
- Writing compelling, results-driven copy for email sequences and LinkedIn outreach.
- Generating and nurturing leads through multi-channel campaigns.
- Monitoring and managing responses from prospects, engaging, qualifying, and booking calls.
- Collaborating with the marketing and sales teams to shape campaign strategy.
- Conducting A/B testing and analysing data to improve open, click, and conversion rates.
- Maintaining lead data, segmentation, and reporting within our CRM systems.
- Sharing insights and performance feedback on a weekly basis.

Who are you?

This role is ideal for someone just starting out in their career, and looking to start a role that can give you long-term career progression and consistent skill development! Don't worry if this is all new to you, we can offer you all of the training you need, as long as you have the right attitude and some transferable skills....

- An undergraduate degree or one year of experience in a Marketing or client setting.
- 1 year of general work experience (sales, marketing or customer service-based roles preferably).
- Strong spoken and written English skills (B2 level or higher).
- Strong communication; both with your team and your clients.
- Proficiency in any other language is a huge plus!
- Confidence in organising your time and day.
- Team player and comfortable collaborating.
- Driven to work your way up and develop your career.
- A fast-paced environment doesn't scare you away.
- Positive attitude and outlook.

Why Us?

On top of a diverse start to your marketing career, and consistent and direct mentorship of successful leaders from multiple companies, you will also have the unique opportunity to join our newly formed key accounts department, while also having all the training and resources you will need for a lucrative career...

- Direct training from our most successful employees from across our offices.
- Excellent progression and growth opportunities.
- Clear progression to a client-facing and client-management role.
- Continuous and ongoing learning.

What working at The 'Growth Group' means for you

And on top of a great opportunity, being part of the 'Growth Group' will mean...

- Clear, performance-based bonus structure after your first 3 months!
- Ongoing Learning and Development.
- Work alongside an award-winning company!
- Rapid promotion and progression opportunities.
- Excellent working environment - all the benefits of a start-up with the social and structural support of an award-winning organisation!
- Additional Paid day off on your Birthday.

Joining **Growth Group** means becoming part of a dynamic team dedicated to innovation and excellence. As an **Internal Demand Generation Executive** in our Skopje office, you'll have the opportunity to make a meaningful impact on our internal campaigns, helping drive pipeline and performance across the organisation.

You'll also enjoy **competitive compensation**, **flexible working**, and ongoing **opportunities for professional growth**.

To apply, please send your CV along with a short introduction about yourself to: recruitment@in-boxx.com.

We look forward to hearing from you!