



driveresearch

Digital Marketing Manager

Job Description

2026



Better Data. Better Decisions. Better Strategy.



Grow, Innovate, and Thrive With Us Join Us and Shape the Future of Market Research

We're a global market research company looking for intrapreneurs who like to take initiative, solve problems, and make a real impact.

You will have visibility into all areas of the business and the chance to apply your strengths across client work and our brand. Whether you're managing timelines, building processes, supporting clients, creating content, improving operations, or helping shape how we show up in the market, you will see your work matter quickly.

We built Drive Research to be a place where great work can happen without forcing a one-size-fits-all schedule. Our team has the flexibility to work where they're most productive, whether that be at home or our Upstate New York office.

You can also expect perks that reflect trust and ownership, including extensive paid holidays, flexible time off (no formal vacation policy), competitive salary and benefits with bonus opportunities, more.

Let's drive better decisions, together.

Job Summary & Responsibilities

Drive Research is looking for a Digital Marketing Manager to help our market research company support our growth across paid advertising, content marketing, and email. This person will own paid search and Meta advertising day to day, execute and improve email campaigns in HubSpot, and support content creation that helps buyers self-educate and convert. You will work closely with the Director of Marketing and collaborate with internal teams to turn our expertise into campaigns that generate measurable results.

Responsibilities

- Owns day-to-day digital marketing execution across paid advertising, email marketing, and content support, working closely with the Director of Marketing.
- Manages paid search across Google Ads and Microsoft Ads, including campaign builds, keyword research, ad copy testing, budget pacing, negative keywords, and ongoing optimization.
- Assists with content creation and optimization, including blog posts, service and industry pages, landing pages, and sales assets (sales sheets, one-pagers, case studies).
- Executes email marketing campaigns in HubSpot, including list management, segmentation, nurture workflows, scheduling, basic A/B testing, and performance reporting.
- Manages Meta advertising (Facebook and Instagram), supporting lead generation and recruiting efforts through targeting, creative testing, and performance improvements.
- Supports website and conversion improvements by recommending updates to landing pages, CTAs, forms, and conversion paths based on performance data.

What We Value in This Role

Minimum Position Requirements



- 2 to 4+ years of experience in digital marketing, growth marketing, or performance marketing.
- Bachelor's degree in marketing, communications, business, or related field.
- Hands-on experience managing paid search campaigns including targeting, creative testing, and optimization (Google Ads, Microsoft Ads and Meta).
- Strong writing and editing skills, with experience creating marketing content (blogs, landing pages, emails, sales assets).
- Experience executing email marketing campaigns in HubSpot (or a similar marketing automation platform), including segmentation and nurture workflows.
- Preference for those with WordPress or similar CMS experience (publishing content, updating pages, and basic on-page SEO best practices).
- Preference for those with a B2B background and experience marketing professional services or a related field to market research.

Necessary Skills



- Highly motivated self-starter with strong ownership and follow-through.
- Strong attention to detail for campaign setup, tracking, QA, and execution.
- Analytical problem-solving skills with an experimentation mindset (testing, learning, optimizing).
- Strong written communication skills, especially in B2B services or consultative industries.
- Ability to manage multiple priorities, deadlines, and stakeholders without dropping details.
- Comfortable collaborating with leadership while also working independently.
- Curious and adaptable, with a willingness to learn new tools and approaches as priorities evolve.

Other Perks That Make Us a Great Place to Work

Workplace flexibility

Though based in Liverpool, NY (209 Second St., Suite 1C), Drive Research supports full remote flexibility. Work where you do your best work, because performance is measured by outcomes, not a desk. We still love in-person connection, so we plan team lunches, happy hours, volunteer events, and other gatherings.

Extensive paid holidays

We close for a long list of paid holidays, including New Year's Day, MLK Day, Presidents' Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Columbus Day/Indigenous Peoples' Day, Veterans Day, Thanksgiving Day, Black Friday, and Christmas Day. It's a perk our team genuinely appreciates, and your friends might envy.

No policy for vacation or time off

There's no set PTO bank. Take the time you need, when you need it, and manage your schedule responsibly. We trust you to own your deadlines, communicate early, and keep projects moving. It's a true give-and-take relationship, where we step up when needed and recharge when we can.

Competitive salary, bonus, and benefits

Along with a competitive salary, you'll be eligible for a year-end bonus tied to business development goals, productivity, and overall company success. Quarterly commission is available for contributions to sales calls and outreach. Benefits include healthcare with employer contribution towards your premium, 401(k) company match, plus full dental and a life insurance plan.

Equipment and swag

You'll start with the tools you need to do great work, including a Dell Latitude laptop, wireless keyboard and mouse, and a work backpack. It's part of the welcome package you receive during onboarding and training, so you can get set up quickly and feel like part of the team from day one.



Our 4 Core Values



Responsiveness

We eat, sleep, and live market research. To accelerate insights, we prioritize communication. Our team follows-up with clients immediately, pushes the status quo for turnaround time, and creates a new definition for fast. We put in the extra time that other market research firms do not (because we enjoy it).



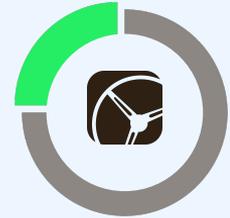
Growth

We invest in our employees, our company, our culture, our clients, and the community. We want our staff to grow personally and professionally while also helping our clients' organizations grow. Our give-back program donates a portion of revenues for each project, which also helps grow our community. Everybody wins.



Perspective

Market research focuses on others' perspectives, opinions, and beliefs. We employ the same strategy with our market research clients. We center our entire business model around you. We walk in your shoes from research design to analysis, through recommendations. We answer your questions before you ask.



Drive

After all, it is our name. We're more than just data-driven strategies. Drive relates to our passion for our work, flexibility in our work environment and with client projects, and the impact and ROI our market research generates. We ask more from our market research, you should too. We believe in better.



Clients

B2B

Google

aws

DELL

PEPSICO

McKinsey
& Company

intuit.

Clutch

SIEMENS

B2C

amazon

Walmart

Apple

TARGET

Pinterest

KOHL'S

ULTA
BEAUTY

L'ORÉAL



driveresearch

Better Data. Better Decisions. Better Strategy.

 driveresearch.com |  careers@driveresearch.com |  888.725.DATA

209 Second St. Suite 1C, Liverpool, NY 13088