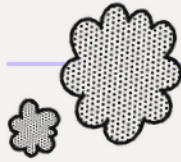


WHY WE EXIST



**We don't fix broken culture.
We build human operating systems.**

For nearly 20 years, Gapingvoid has designed Culture as a System® across the public and private sectors. Culture is not the softer layer around the work. It is the beliefs, language, behaviors, rituals, and signals that shape performance and determine whether strategy becomes real. We make it designable.

We believe work should be an inspiring mission: something that teaches, tests, and transforms us. We give leaders tools to turn employees into believers and help people reach more of their potential.

We are an entrepreneurial firm building the methods, tools, and discipline to make Culture Design® a serious management system.

**We Cut Through BS.
We Design Belief.
We Install Devotion.
We are Never Sedated.**

DEMAND GENERATION LEAD

CULTURE DESIGN

YOUR IMPACT

Prospective clients often feel a leadership, performance, or transformation challenge before they can name what is really happening—or see how Culture Design can help.

Your role is to close that gap: find the right people, connect them with an idea that matters, and create a reason to talk. You will build the system that turns our existing audiences and relationships into high-priority segments, targeted campaigns, personal outreach, and qualified conversations—with HubSpot making the work visible and repeatable.

Whether interest begins with a past client, subscriber, social follower, referral, campaign, or in-person conversation, you will recognize fit, preserve context, and move the right relationships forward. Because you may be one of their first Gapingvoid contacts, how you listen, communicate, and follow through matters.

This is a hands-on role with no direct reports. You will work closely with our Head of Growth, CEO, and internal teams while owning the systems, campaigns, and follow-through that move growth forward.

Success looks like more qualified meetings, stronger engagement, reliable pipeline visibility, and clear evidence of where interest drops off and which campaigns create growth.

WHAT YOU BRING

- Three to five years of hands-on experience building multi-channel B2B demand-generation, growth, lifecycle, or marketing-operations programs.
- Demonstrated experience personally building and managing HubSpot or a comparable platform, including data, forms, segmentation, lifecycle stages, workflows, integrations, nurture sequences, consent, and reporting.
- Strong research, writing, and editing skills, with the ability to make complex ideas clear and compelling.
- A track record of turning audience data, account research, outreach, events, and referrals into qualified meetings and pipeline.
- Confidence, curiosity, and commercial judgment when engaging senior leaders—able to listen, ask useful questions, and recognize real buying signals.
- An experimental, AI-fluent approach paired with strong project discipline: able to design A/B tests, diagnose drop-off, act on evidence, and move work forward in ambiguity.

TOOLS WE WORK IN

HubSpot CRM + Marketing Hub Starter · LinkedIn Campaign Manager + Lead Gen Forms · Instagram/Meta · ManyChat · WordPress · Google Analytics + Search Console · PitchBook · Canva · ChatGPT · Claude · Google Workspace · Slack · Miro · Zoom · Airtable

WHAT YOU'LL BE DOING

OWN HUBSPOT AND THE GROWTH STACK

Make HubSpot the source of truth for growth. Audit, clean, and organize existing data, then personally build and manage segmentation, lifecycle stages, workflows, integrations, nurture sequences, consent, source tracking, dashboards, and reporting.

SEGMENT AND ACTIVATE THE RIGHT RELATIONSHIPS

Bring together contacts from our existing CRM, past clients, newsletter subscribers, LinkedIn and Instagram followers, partners, events, and prospects. Identify relevant decision-makers, map relationships and buying signals, and build high-priority segments for targeted campaigns and outreach.

RUN TARGETED CAMPAIGNS

Own campaigns from audience selection through launch and improvement. Pair LinkedIn and Instagram paid activity with research, relationship mapping, personal outreach, email, web, events, referrals, and direct mail to generate qualified interest.

TURN IDEAS INTO DEMAND

Transform Gapingvoid's IP, research, semiotics, and case studies into compelling lead magnets and campaign content. Partner with internal teams to create assets that sound distinctly like Gapingvoid.

ACTIVATE EVENTS AND RELATIONSHIPS

Build demand through conferences, leadership and client experiences, referrals, partner outreach, and related campaigns. Own promotion, lead capture, CRM tracking, follow-up, and measurement. At select events, start informed conversations, spot buying signals, and turn relevant interest into meetings.

IMPROVE WEBSITE VISIBILITY

Make the website the authoritative home for Gapingvoid's IP and a reliable inbound channel. Coordinate landing pages, forms, HubSpot pathways, SEO, AEO, analytics, and search-ready content.

QUALIFY AND ADVANCE INTEREST

Qualify and route interest based on fit, relevance, timing, and intent. Maintain clear ownership, context, and next actions so promising relationships become qualified conversations.

TEST, LEARN, AND SCALE

Run A/B tests across messages, offers, subject lines, CTAs, landing pages, and follow-up sequences. Identify where interest drops off, adjust quickly, and show which campaigns drive qualified meetings.

ARE YOU A G-TEAMER?

A G-Teamer notices what most people take for granted. We see what shapes behavior, make the invisible visible, and care enough to act.

Never Sedated is our refusal to go numb - to the work, the people it affects, hard truths, or our own capacity to improve. We stay curious when answers are unclear, own our influence, use tension in service of transformation, and keep moving without a map.

Rigor without arrogance. Candor without cruelty. Confidence without ego. Care without lowering the bar.

WHAT WE BELIEVE...

- The invisible must be named before it can be changed.
- Beliefs shape behavior; behavior shapes results.
- Meaning, attention, and trust must be earned.
- Tension, experimentation, and feedback make the work better.
- Strategy without execution is delusion. Understanding must become action.
- The work is about the people we serve, not us.

YOU MAY LOVE IT IF YOU...

- Get beneath the obvious and notice what others miss.
- Create structure and momentum without waiting for perfect conditions.
- Think like a designer and execute like a builder - even when the work is unglamorous.
- Read people and situations; care personally and challenge directly.
- Turn complexity into clear language, stories, and visuals.
- Hold high standards, seek feedback, and improve in public.
- Own commitments, mistakes, next steps, and the whole outcome.
- Choose the team, the work, and the impact over ego.

YOU MAY NOT LOVE IT IF YOU...

- Need every assignment fully defined before beginning.
- Prefer to advise from a distance rather than help build.
- Want predictable work and fixed handoffs.
- Treat feedback as a threat rather than fuel.
- Wait for someone else to create momentum.



NEXT STEPS

If this sounds like your kind of work, here's what to expect from our hiring process.

1. Submit your application

Tell us why this work matters to you and show us how you think.

2. Application review

Our team reviews every application. If there is a potential match, we will invite you to an initial conversation. Either way, you will hear from us.

3. Interviews

You will participate in a series of one-to-one and group conversations with members of the G-Team.

4. Work challenge and assessment

You may complete a role-relevant work challenge, present your thinking, and participate in a behavioral assessment. These exercises help us understand your strategic thinking, communication, and execution. Your work will never be used commercially.

5. Background and reference checks

We complete standard checks before extending an offer.

Questions? Reach us at people@gapingvoid.com.

WHAT YOU CAN EXPECT

HOW THE ROLE BEGINS

First 90 Days | Independent Contractor

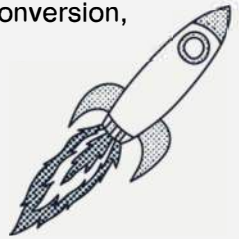
\$7,900 - \$9,200 monthly contractor fee

All Associate Consultants begin with a 90-day independent contractor engagement. It gives us all the opportunity to work together, experience the role, and determine mutual fit. The contractor period does not include employee benefits.

POTENTIAL FULL-TIME CONVERSION

\$95,000–\$110,000 base salary

At the end of 90 days, we'll review performance, role fit, and business needs. If both sides choose to continue, you may receive an offer to convert to full-time employment. Employee benefits are available only after conversion, subject to plan eligibility and effective dates.



AS A FULL-TIME EMPLOYEE

Health & Wellness

- 100% coverage of employee Vision and Dental insurance
- 80% coverage of employee basic Healthcare insurance

Financial Security & Development

- 401(k) matching: 100% match up to 4%, 50% match on the next 2%

Educational assistance by approval

- Membership in relevant professional organizations

Work-Life Integration

- Up to 12 weeks of paid parental leave after one year of employment
- 20 days of PTO, four end-year reflection & restoration days and six paid holidays
- Connectivity Reimbursement up to \$100 per month
- Five-year anniversary: five additional days PTO & \$2,500 for personal travel

Onboarding & Support

- Personal buddy system to support your onboarding journey and beyond

*Detailed benefit information is available upon request

WORKING STRUCTURE

- Fully remote; your home address is your official work location
- Core collaboration is Monday–Friday, 9:00 a.m.–6:00 p.m. ET, with flexibility for clients and travel
- Must be U.S.-based and eligible for CAC access
- Travel up to 30% for client meetings, company gatherings, and multi-day programs

APPLY NOW

www.gapingvoid.com

[@gapingvoid](https://www.instagram.com/gapingvoid)

