

Digital Marketing Specialist – Reston, VA or Toronto, CAN

FrontStream is looking for a creative, high-energy **Digital Marketing Specialist** to join our growing marketing team! If you're passionate about being part of an innovative, fast-paced technology company, creating valuable content for prospects and customers and driving awareness and demand gen to impact overall company success, FrontStream may be the right place for you!

Company Overview:

Trusted by 100,000 charities and socially responsible corporations across North America, FrontStream is revolutionizing fundraising through its all-in-one digital fundraising platform, Panorama. Our cloud based, SaaS platform enables charity organizations to successfully plan, manage and promote donation campaigns and fundraising events. We've been serving the nonprofit sector for more than a decade, and we love what we do!

Position Overview:

Reporting to the Senior Director of Marketing, this individual will be responsible for supporting the marketing team with content generation, production of marketing materials and social media and email campaigns. With other team members, you will manage all content assets and marketing calendar to ensure alignment for the company and its products.

Key Responsibilities and How You Will Make an Impact:

- Obtain a thorough understanding of our platform, value proposition, key differentiators, industry trends and target customer profile to develop content for collateral, emails, website, success stories, blogs, social media and targeted campaigns.
- Collaborate with sales, customer success, on-boarding, customer service and other key-stakeholders to create enablement tools for our internal customers, as well as external customers.
- Conduct interviews with our customers and establish a process for developing pipeline of customer case studies and success stories.
- Manage digital and print asset inventory to ensure creative alignment and consistent branding across all marketing channels.
- Assist and support the creation and execution of lead gen and marketing programs.
- Day-to-day operations and management of our marketing tech platforms including marketing automation, CMS, social media, Google Analytics and video hosting and production.
- Possess basic understanding of SEO as it relates to content, including content categorization and structure, content development, distribution and measurement.
- Maintain and update content of website and all related entities.

- Manage and grow company social media accounts.
- Produce short promotional product videos.
- Manage the marketing activities and production calendar to keep team organized and on track for execution of demand gen campaigns, content production and customer communication.
- Report on key marketing KPIs and campaign success metrics

Desired Skills:

- Bachelor's degree; 1-3 years' marketing experience
- Exceptional written and verbal communication skills
- Experience with marketing automation systems (e.g. Hubspot, Marketo, Pardot), Adobe Creative Suite, Content Management Systems and video production tools.
- Ability to prioritize tasks effectively with various teams and multiple projects
- Ability to thrive in a fast-paced, ever-changing environment
- Adept at project management and cross-functional collaboration
- Creative and strategic thinker with an attention to detail and organization
- Basic understanding of SEO, Google Analytics, and data analytics as it relates to marketing success metrics
- Experiences with B2B SaaS technology and/or Nonprofit industry a plus

FrontStream Benefits:

- Competitive base salary
- Fun, collaborative, flexible work environment with opportunity for growth
- Health, Dental and Vision Insurance and Retirement 401K Benefit options
- Generous time-off and 10 paid holidays

The company is headquartered in Reston, VA with an office in Toronto, ON.

Interested candidates should send their resume and references to: fs-recruiting@frontstream.com, with "**Marketing Specialist Resume**" in the subject line. No phone calls please. FrontStream is an equal opportunity employer.