

Customer Marketing Manager – Cambridge, MA

FrontStream is seeking a **Customer Marketing Manager** to join our growing Marketing team in our **Cambridge, MA** office. This position reports directly to our Director of Marketing.

Company Overview:

FrontStream is the industry leading organization of SaaS fundraising solutions for nonprofits. We provide an integrated, enterprise-wide fundraising platform for all your fundraising, auction, donor management, corporate social responsibility (CSR), and payment processing needs via our leading social innovation products. Our team is collaborative, enthusiastic, and delivers on our promises.

Over 10,000 nonprofit and corporate customers use our Intelligent Engagement Platform. We have been serving the nonprofit sector for more than a decade, and we love what we do!

Position Overview:

The ideal candidate will focus on supporting the marketing, account management, and sales teams. Duties for this role include in targeted email marketing and automation, in product messaging campaigns, running monthly focus groups, and the following responsibilities.

Responsibilities Include:

- Work with Sales, Account Management, Product, and Support to ensure that Marketing efforts are well coordinated with efforts of these and other teams.
- Manage and maintain in product messaging tool, Appcues to increase product & new feature awareness and adoption.
- Identify micro-segments (i.e. chapter orgs or like organizations) to run targeted email, advertising and outreach campaigns. Working with content team to development customized collateral for these target groups.
- Run monthly focus groups with clients that have added on an additional product. Share feedback with product team and improve activation process.
- Collaborate with the marketing team to integrate marketing automation into customer onboarding experience.
- Collaborate with our education and marketing team to develop content (guides, videos, ebooks, checklists, slideshares, webinars, etc.) to educate current clients on additional products and educate new clients on using the product(s) to its fullest potential.
- Host product webinars for current clients to educate them on product offerings and features.

Desired Skills:

- Bachelor's degree; 2-5 years' experience at a B2B company preferred
- Experience in a marketing or customer success/onboarding
- Exceptional written and verbal communication skills
- Ability to prioritize tasks effectively
- Ability to thrive in a fast-paced, unpredictable environment
- Adept at project management and cross-functional collaboration
- Creative and strategic thinker with attention to details
- Salesforce experience is a plus, but not required

The company is headquartered in Reston, VA with offices in Cambridge, MA, Lancaster, PA, Toronto, ON and West Melbourne, VIC, Australia.

Interested candidates should send resume, references and salary history to: careers@frontstream.com with ***"Customer, Marketing Manager-CAM"*** in the subject line. No phone calls please.

FrontStream is an equal opportunity employer. The successful applicant will have proven eligibility to work in USA.