

Marketing Manager, Sales Enablement- Cambridge, MA

FrontStream is seeking a **Marketing Manager, Sales Enablement** to join our growing Marketing team here in our **Cambridge, MA** office. This position reports directly to our Online Marketing Director.

Company Overview:

FrontStream is the industry leading organization of SaaS fundraising solutions for nonprofits. We provide an integrated fundraising platform for all nonprofit fundraising, auction, and donor management, as well as 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 Panorama 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 sales team and be the liaison between sales, marketing, and training. Duties for this role can include creating sales desks, cases studies, competitor campaigns, as well as the following:

Responsibilities include but are not limited to:

- Coordinate with sales and marketing leadership to define sales support initiatives
- Create content to educate sales team and advance deals such as case studies, collateral, call scripts, sales presentations, and email templates and campaign
- Develop targeted multi-channel campaigns to segments of organizations and companies, using current client success stories
- Define and launch FrontStream's first customer referral program
- Organize and maintain sales email templates and processes within Salesforce's Engage platform
- Manage the sales content internal wiki and ensure that all information is easily accessible and up to date
- Determine content adoption metrics and define sales enablement best practices
- Gather feedback from sales team on a regular basis to constantly improve support program and team effectiveness

Desired Skills:

- Bachelor's degree; 1-3 years' experience at a B2B company preferred
- Experience in a sales, marketing, or sales support position
- Exceptional written and verbal communication skills
- Ability to prioritize tasks effectively with various teams
- Ability to thrive in a fast-paced, ever-changing environment
- Adept at project management and cross-functional collaboration

- Creative and strategic thinker with attention to details
- Salesforce experience is a plus

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 **“Mktg Manager, Sales Enablement- 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 the United States.