

Product Marketing Manager – Cambridge, MA

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

Company Overview:

FrontStream is revolutionizing fundraising through its all-in-one platform, Panorama. FrontStream is the trusted provider of online fundraising and auctions, event management, donor management, and workplace giving to over 10,000 charities and corporate customers across the globe. Our customers rely on Panorama to impact lives and strengthen communities.

Position Overview:

The ideal candidate will focus on supporting the marketing, account management, and sales teams. Duties for this role include product marketing, customer communications, product adoption and awareness campaigns, as well as the following:

Responsibilities:

- *Messaging for product features and functionality* – describe the product in terms of its ability to solve market problems and create crisp, compelling messaging to drive customer understanding and growth.
- *Go-to-market strategy* – communicate the value proposition of our services to our customers and working closely with sales enablement to educate sales on product positioning to new customers.
- *Ownership and execution of customer communications* – coordinate the development and approval of all communications related to new product feature releases and integrations to current customers. This will include writing and/or editing webinar content, email, in product, and website copy.
- *Collaborate with our education team* – promote our customer success tool, SkillJar. Promote training packages to current customers to increase the lifetime value (LTV) of our customers.
- *Host product webinars for current customers* – educate customers (and prospects) on product offerings, features, and new integrations, as well as best practices.
- *All efforts will drive feature awareness, usage, trials, and revenue from all FrontStream products.*

Desired Skills:

- Bachelor's degree and 2-5 years' experience (at a B2B company preferred)
- Experience in a customer or product marketing role, or in a product management role
- 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 "**PMM-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.