

Director of Marketing– Cambridge, MA

FrontStream is a fast-growing and international company looking to add a proven **Marketing Director** to our talented Marketing Team. If you are passionate about helping others and want to work at a growing company whose mission is to create and provide the software tools for Non-Profits to succeed, FrontStream may be the place for you!

At FrontStream, you are working every day to help Non-Profits and Corporate Social Responsibility (CSR) teams support the good they do in the community, and achieve their fundraising goals using our solutions!

Company Overview:

FrontStream supports over 10,000 charities and corporate customers across the globe. FrontStream is revolutionizing fundraising through its all-in-one platform, Panorama. We are the trusted provider of online fundraising and auctions, event management, donor management, and workplace giving to our international customer base. We have been serving the nonprofit and CSR sector for more than a decade, and we love what we do!

Why Work at FrontStream?

- Fun work environment with a collaborative atmosphere, as well as opportunities for training and growth
- Responsible Time Off *plus* 10 Paid Company Holidays
- Employer matched 401(k)
- Health, Dental, and Vision Insurance options, as well as company paid short-term, long-term and life insurance

Position Overview:

We are looking to hire a senior member and leader of our well established and highly capable marketing team to 'own' and orchestrate all areas of Marketing, including lead generation, branding & communications as well as product and customer marketing. You will coordinate marketing channels & efforts to optimize lead generation from both current clients and new prospects.

Key responsibilities include, but are not limited to:

- Team Focus. You are a leader and can mentor a team. You have vision and are in tight control of the tactics with outstanding organizational and communication skills. In this role you will work closely with the Sales team, all areas of the Marketing team, Account & Product Management and other areas as required.

- Lead Generation. Orchestrate Campaigns to drive leads via all channels including advertising, email, in product, website, social media, etc. You will own responsibility for the company lead targets (MQL and SQL)
- This position will over-see the various areas of the Marketing areas:
 - Content Marketing and Branding. This includes the creation and marketing of content for all stages of the funnel including case studies, blog posts, videos and webinar efforts. In addition, Branding & Communications including Conference & Events presence to optimize lead generation and market awareness.
 - Marketing Operations. Coordinate and optimize lead flow from automated drips, campaigns as well as in-product marketing.
 - Customer/Product Marketing. Orchestrate focus for marketing to existing FrontStream customers such that they expand their usage of the Panorama platform. This also includes Database Marketing to current clients for cross-sell opportunities and to prospects.

Required Skills and Experience:

- Bachelor's degree or the equivalent mix of education and experience.
- 5-10 years of experience in digital and or direct marketing and a proven lead generation track record
- Ability to work collaboratively with all areas of the Marketing team, Sales, Account Management and other internal teams including at the Executive level
- Experience with the Microsoft Office suite of programs as well as with sales and marketing automation systems such as Salesforce and Pardot

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 "**Marketing Director- 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 US.