



Helping good happen

Over 20,000 nonprofits and socially minded companies have used FrontStream's fundraising software to power their auctions, charity events, peer-to-peer and online fundraising, and employee giving. Simply put, we help our customers raise more for their causes, and do more good in their communities.

THE ROLE: Demand Generation Specialist

FrontStream is looking for a Demand gen expert who is excited to get up in the morning to build, measure and optimize exceptional campaigns. We are interested in a demand generation specialist who is committed to and passionate about helping to grow FrontStream's customer base. This will involve building multi-channel marketing campaigns, tracking results, and segmenting our prospects for improved strategies and tactics. This position is a key strategic role in the company, helping to grow the business and allowing us to build a strong customer base at FrontStream, where our mission is to empower nonprofits and socially responsible companies to advance their mission through great technology and an emphasis on service. The primary focus is on digital marketing channels

WHAT YOU'LL DO

- Build, manage, and refine our target audience and develop campaigns that drive interest in FrontStream services including email campaigns, Calls-to-action, landing page design, and campaign workflows
- Segment prospects and customers based on engagement and behavior to develop nurture strategies for conversion into marketing qualified leads
- Analyze and report results from marketing campaigns and make recommendations for process and tactical improvements
- Manage multiple campaigns and make adjustments as needed
- Identify new tactics and strategies to deliver the most effective campaigns and compelling messages
- Coordinate with marketing operations specialist and design team to optimize campaign results
- Interface with sales and marketing operations specialist to assess lead quality
- Maintain best digital marketing best practices
- Use Salesforce.com and Pardot to create, monitor, and track reporting on prospects, marketing and sales qualified leads and opportunities

WHO YOU ARE

- Bachelor's Degree in communications, marketing, or related field
- You have 3+ years of experience and proven results in developing effective lead generation campaigns
- You have experience with traditional digital marketing campaigns as well as social channels such as TikTok, Instagram, FaceBook
- You love "Smarketing" (sales and marketing) and live in the sales funnel
- You are data driven and have the ability to analyze data and synthesize into impactful insights
- You have knowledge of marketing and sales systems such as Pardot, Drift, Salesforce.com and Outreach and can build reports in each
- You are highly accountable and able to handle multiple projects and competing priorities
- Strong analytical and research skills
- Strong understanding of demand generation best practices

OUR COMPANY VALUES

- **Big Picture.** As an organization, we will always "know the why" and "help good happen"
- **Service.** Be authentic and transparent
- **Diversity.** Empowering people by respecting and appreciating what makes us different
- **Innovation.** Evolve and adapt
- **Integrity.** Do everything with integrity
- **Respect.** Treat others with compassion and understanding. Give joy
- **Teamwork.** Better together. Have fun

OUR AWESOME BENEFITS

- 100% Remote Work! No more "when will we have to go back into the office" worries. FrontStream supports remote employees all over North America
- Complete health, vision, and dental insurance
- FSA & HSA
- No rigid vacation policy, instead FrontStream provides employees with "Responsible Time Off" – we trust you to take the time you need when you need it
- Paid holidays
- 401(k)with employer match

DIVERSITY STATEMENT

At FrontStream, diversity is fundamental to how we grow and manage our business. We're committed to building a diverse workforce that cultivates and supports individuals of all backgrounds, and we strongly encourage people of different races, ethnicities, sexual orientations, gender identities, veterans, and persons with disabilities to apply. FrontStream is an equal opportunity employer, and we will welcome everyone to our team!

Interested?

Submit your resume to careers@frontstream.com with “Manager of People Operations” in the subject line.