

Marketing Specialist – Reston, VA

FrontStream is seeking a **Marketing Specialist** to join our Reston team!

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:

This individual will be responsible for supporting the marketing team with content generation, production of marketing materials, social media maintenance and assistance with prospect and customer campaigns. With other team members, you will manage all content assets to ensure alignment for the company and its products.

Responsibilities Include:

- Obtain a thorough understanding of our products, internal standards, and differentiators to develop content for collateral, emails, website, success stories, blog and social media.
- Generate process to collect information for use in case studies/success stories.
- Collect data on market competitors, including prices, product sales and sales campaigns, as well as marketing and distribution methods
- Manage print and digital asset inventory to ensure creative alignment across all marketing channels
- Assist in outbound or inbound marketing efforts
- Seek out collaboration and buy-in from stakeholders to develop the most effective communication assets
- Have basic understanding of SEO as it relates to content, including content categorization and structure, content development, distribution and measurement.
- Update and maintain content of website and all related entities.
- Manage and grow company social media accounts.
- Develop editorial calendar for content including collateral, emails, social media and webinars
- Produce short promotional product videos.

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 an attention to details

FrontStream is a multi-national company with well-established client relationships in virtually all business sectors. The company is headquartered in Reston, VA with offices in Cambridge, MA, Toronto, ON and West Melbourne, VIC, Australia.

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

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