



# Marketing Manager: Customer Success

Full-Time (Nashville, TN or Remote)

Reporting to Chief Revenue Officer

## **Company Overview:**

Founded by nonprofit and technology veterans in 2019, Generous is a Nashville, TN startup that has built a powerful donations engine that facilitates the collection of nonprofit donations from generous people online anywhere. Support the causes you care most about when you're streaming your favorite concert, buying a gift for a wedding, or making an everyday purchase. We are making it easier for people to be Generous!

## **Our Mission:**

To be the most trusted company offering a simplified solution to donate anywhere online.

## **Opportunity:**

To play a key role in managing customer communications through email and customer support funnels. Work with an innovative team, owning our customer support channels and email communication channels. You should thrive in a fast-paced environment and find purpose in your work from having a measurable positive impact on society.

## **Responsibilities:**

- Actively drive conversations about key customer objectives, and take an active role in resolving problems for customers; Use critical thinking skills and experience to drive actions and plans required for excellent customer support
- Proactively communicate with customers on ongoing issues, explore appropriate sources of information throughout the ecosystem for answers to questions, demonstrate persistence and resourcefulness in gathering data to resolve customer issues in a timely manner
- View customer metrics to gain a deeper understanding of account health; draw conclusions while identifying trends and potential risks, while driving value conversations with customers
- Work with cross-functional teams to aid in driving growth, through optimizing channel flows
- Own email marketing channels via Sendgrid and analyze data (open rates, CTR, deliverability), to ensure: quality control, scalable processes, and increase performance
- Use data to continuously optimize marketing campaigns and boost results
- Collaborate closely with Product, Engineering, and Product-Marketing to improve the product and launch new features
- Deeply understand your customers' use cases and align them to best practices

**Requirements:**

- 3+ years of marketing, email marketing, and customer support experience
- Experience with consumer products in the B2B and B2B2C space, ideally SaaS offerings, is a plus!
- Bachelor's Degree or equivalent experience in related field
- Passionate about designing great user experiences
- Zendesk experience preferred; other CRMs a plus
- Sendgrid experience preferred; other email platforms a plus
- Drive product decisions with user research
- Give and grow from constructive feedback
- Comfortable leading and managing multiple projects at once

**Compensation:**

Generous has a competitive compensation plan that includes:

- A competitive annual salary that factors in location and experience
- Medical, Dental, and Vision, HSA, Employee Assistance Program
- 401(k)
- Unlimited PTO
- Remote work and flex office option

**Perks:**

- Have a measurable, positive impact on society
- Work with a team of passionate professionals
- Bi-Yearly company retreats and volunteer activities

Generous believes an equitable and inclusive work environment and a diverse, empowered team are key to achieving our mission. Generous provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity or expression, veteran status, or genetics.

**Generous is building a culturally diverse team committed to working in a multicultural environment where differences are valued and respected. Women, minorities, individuals with disabilities, veterans, and intersectional individuals are encouraged to apply.**

**Please send resume and cover letter to:**

[Careers@joingenerous.com](mailto:Careers@joingenerous.com)