



Demand Generation Marketing Manager

North America Region | Full Time, Remote

Join one of the fastest-growing tech companies in the impact sector. Funraisin powers online fundraising for thousands of nonprofits globally, from world-renowned charities to up-and-coming changemakers. We're known for building flexible, powerful software that helps charities raise more, move faster, and create experiences that supporters love.

We're a team of passionate fundraising software professionals across 5 global offices (Australia, NZ, UK, EU and North America). We act as one global team and have a great culture with a load of benefits (health and well-being, work-from-anywhere policies, bonus leave days and more).

The Opportunity

We're looking for a self-motivated demand generation marketer to grow our emerging North America market. You'll identify, attract, and convert high-quality sales leads across the U.S. and Canadian nonprofit technology sector — using data-driven channel strategy, AI-powered content creation, and sector insight to keep the pipeline full of opportunities that convert.

This is a pivotal moment for Funraisin North America: nonprofit fundraising events are back at full capacity, digital fundraising is growing year over year, and our product has never been stronger. We need someone who can match that product strength with marketing precision — someone who knows which levers to pull, which channels to activate, and how to speak directly to the people running the top peer-to-peer fundraising programs in North America.

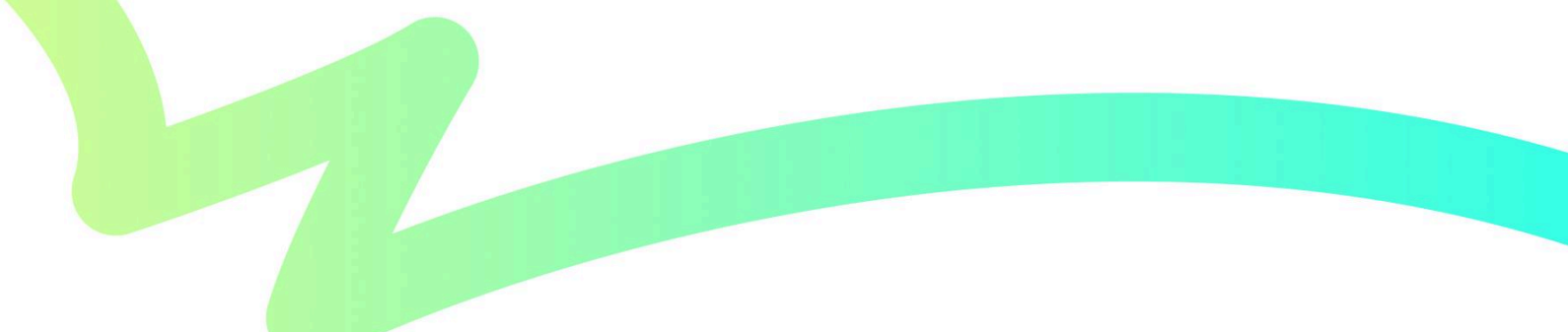
Why it matters: Every qualified lead this role generates represents an organization that could raise more for the causes it serves. This isn't just a pipeline job — it's a direct contribution to the missions Funraisin exists to power.

What You'll Do:

This role has five core ownership areas. Each one is designed to move the needle on the single metric that matters most: qualified North American sales leads.

1. Own lead generation & pipeline quality.

Own North American lead gen end-to-end — from ICP (Ideal Customer Profile) definition and target account mapping through to MQL delivery — with full accountability for volume, quality, and conversion. Define what a "quality lead" looks like in partnership with sales, and report weekly on pipeline contribution and channel performance.



2. Drive AI-powered content & conversion.

Use existing AI tools (LLMs, content generation, personalization) to produce sector-specific content at scale across the full buyer journey. Build a North America content library (case studies, ROI calculators, sector reports) and continuously test messaging and formats to improve conversion.

3. Lead channel strategy & distribution.

Own the North America channel mix — LinkedIn (organic + paid + Sales Navigator), email marketing, SEO/AEO, events (Peer-to-Peer Professional Forum, NonProfit POWER, etc.), partner co-marketing, and paid media — with clear ROI accountability across each.

4. Build sector intelligence & positioning.

Stay close to the North American nonprofit tech landscape — competitors, influencers, buying trends, and the sector event calendar. Feed market intelligence back to the global marketing team to sharpen positioning and messaging.

5. Partner with sales on enablement & pipeline.

Work as a true commercial partner to the North America sales team — building battle cards, pitch decks, objection-handling guides, and ABM campaigns for top target accounts. Join pipeline reviews and help keep deals moving.

About you:

You combine creative instinct with commercial discipline — equally comfortable building an AI content workflow and analyzing a lead scoring model. You're hungry to build, obsessed with quality, and genuinely energized by the nonprofit sector.

Experience:

- 5+ years in B2B marketing focused on lead/demand generation or growth, ideally in SaaS, tech, or mission-driven organizations
- Track record generating qualified pipeline through multi-channel programs and improving MQL-to-SQL conversion
- Hands-on experience using AI tools for content, personalization, and automation — with strong editorial judgment
- Working knowledge of the North American nonprofit sector: organizations, fundraising formats, buying cycles, and community
- Experience managing multiple digital channels (LinkedIn, email, SEO/AEO, paid, events) with ROI accountability
- Familiarity with CRM/marketing automation platforms (ActiveCampaign or equivalent)
- Experience working remotely and cross-functionally across time zones

Skills:

- **AI content fluency** - daily use of AI tools, with the judgment to quality-check output for sophisticated buyers
- **Channel expertise** - deep LinkedIn knowledge, strong competence across email, SEO, paid, and events
- **Data literacy** - comfortable in spreadsheets, CRM dashboards, and analytics, and can talk results commercially
- **Writing quality** - clear, compelling, sector-appropriate; able to brief and edit AI-generated content
- **Commercial instinct** - thinks in pipeline value and conversion, not just volume and impressions
- **Sector curiosity** - genuinely engaged with North American nonprofit fundraising news and community

We Offer:

- Company subsidized Health, Dental, and Vision Insurance (U.S. employees)
- Matching 401(k)
- Flexible working hours
- Health and wellness benefits
- Bonus leave days
- Career growth planning
- The chance to join one of the fastest-growing global tech startups in the impact sector

The Fundraisin Team

We're a team of passionate fundraising software professionals - some have come from world-renowned tech giants such as Google and Apple, others from the highest awarded digital agencies and still others from world-leading nonprofits. Together we build world-class products that aim to accelerate the transition to a better world by connecting people to causes. We get a kick out of seeing, and feeling, the impact of our work and we have a ton of fun doing it. Our values demonstrate who we are and what we strive to do.



Better than yesterday

Continuously improve ourselves and our impact



Learn fast, act fast

Pursue the fastest path to learning & a bias to action



Act as one

Be inclusive, have a seat at the table and win/lose together



Be uplifting and have fun

Be optimistic, passionate, positive and laugh



Make magic

Strive to make the impossible, possible