

Marketing Demand Generation Specialist



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Full-time, Hybrid Remote / London

Funraisin is a global SaaS platform purpose-built for nonprofit fundraising. We power peer-to-peer, DIY, Individual Giving (one-time and recurring gifts), Giving Days, virtual events, unique donation experiences and much more for some of the world's leading charities — helping them raise more, engage supporters more deeply, and grow their missions at scale.

Launched in 2016 and headquartered in Sydney, Australia, we operate across 9 countries spanning Australia, New Zealand, the United Kingdom, Europe, Canada, and the United States. We have processed over \$3.5 billion in funds raised for our customers and are growing fast. Our team of 140+ passionate fundraising software professionals is united by a single north star: unlocking more generosity in the world for our charity partners.

The United Kingdom is one of our most important and fastest-growing markets. With a world-class nonprofit sector, a thriving digital fundraising community, and leading charities already powering their campaigns on Funraisin, the UK represents a significant and accelerating commercial opportunity. This role is at the centre of how we capture it.

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The Funraisin 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 others from inside some of the 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

The opportunity

This is a chance to own the top of the revenue funnel for Funraisin's UK market. As Marketing Demand Generation Specialist, you will be responsible for identifying, attracting, and converting the highest-quality leads in the UK nonprofit technology sector—using a sharp combination of data-driven channel strategy, AI-powered content creation, and sector-specific insight to fill the UK pipeline with opportunities that convert.

You will be joining at a pivotal moment. The UK market is primed: sector events are back at full capacity, digital fundraising is growing year on year, and Funraisin's product is the strongest it has ever been. What we need now is a specialist who can match that product strength with marketing precision—someone who knows exactly which levers to pull, which channels to activate, and how to craft content that speaks directly to the people who run the UK's most important peer-to-peer fundraising programmes.

Why this role matters

Every qualified lead this role generates is a charity that could raise more money for the people and causes it serves. This is not just a pipeline job. It is a direct contribution to the nonprofit missions that Funraisin exists to power.

Role overview

• Title	Marketing Demand Generation Specialist—UK
• Reports To	Marketing Director (Global) with a dotted line to the UK/EMEA General Manager
• Location	United Kingdom: Remote/In Office with travel to sector events and partner meetings
• Scope	UK market primary; EMEA support as required
• Team	Part of the global Marketing function; close collaboration with the UK Sales and CS teams
• Travel	20–30%—UK and European nonprofit sector conferences, partner events, and prospect engagement

What you will do

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

1. Lead generation strategy & quality pipeline ownership

- Own the UK lead generation function end-to-end, from initial market mapping and ICP (Ideal Customer Profile) definition through to MQL delivery to the UK sales team, with full accountability for lead volume, quality, and conversion rates.
- Design and execute a multi-channel lead generation strategy targeting the UK's leading nonprofit organisations, particularly those running peer-to-peer events, giving days, DIY campaigns, and digital fundraising programmes.
- Build and maintain a living target account list for the UK market, mapping the top 200+ nonprofit organisations by fundraising volume, platform maturity, event type, and propensity to switch, and using it to focus all lead generation activity on the highest-value opportunities.
- Define and relentlessly refine what a quality lead looks like for Funraisin in the UK—working with the sales team to understand win patterns, objection signals, and the profile of customers who achieve the best outcomes on the platform.
- Report weekly on pipeline contribution, lead quality, channel performance, and conversion rates—bringing a data-driven, commercially accountable approach to everything you produce.

2. AI-powered content creation & conversion

- Use existing globally-built AI tools, including large language models, content generation platforms, and personalisation engines, to produce high-quality, sector-specific content at a pace and scale that would be impossible through traditional methods alone.

- Create a content engine that serves every stage of the UK buyer journey: awareness content that positions Funraisin as a thought leader in UK nonprofit fundraising technology, consideration content that addresses the specific objections and evaluation criteria of UK charity decision-makers, and conversion content that gives prospects the confidence and evidence they need to take the next step.
- Maintain editorial rigour across all content, ensuring that everything published or sent reflects Funraisin's voice, is factually accurate, sector-appropriate, and would stand up to scrutiny from the most sophisticated UK nonprofit technology buyers.
- Build a UK-specific content library, including case studies, campaign benchmarks, event guides, ROI calculators, and sector reports, that gives the sales team powerful leave-behind assets and gives prospects a compelling reason to engage.
- Continuously test and iterate on content formats, messaging angles, and calls-to-action, using A/B testing in LinkedIn ads and email sends, engagement data, and conversion analytics to improve performance across every touchpoint.

3. Channel strategy & distribution excellence

- Own the UK channel mix, identifying, testing, and doubling down on the distribution channels that deliver the highest-quality leads at the best cost per acquisition for the UK nonprofit technology market.
- LinkedIn: build and execute a LinkedIn-led demand generation strategy—including organic thought leadership, sponsored content, LinkedIn Sales Navigator outreach sequences, and event-based targeting—recognising LinkedIn as the primary B2B channel for UK nonprofit sector professionals.
- Email marketing: design and manage a segmented UK email marketing program, in collaboration with the global marketing team and UK sales team, including cold outreach sequences, nurture tracks, re-engagement campaigns, and event follow-up flows.
- Search & SEO: work with Marketing director to strengthen UK search visibility for Funraisin's core product categories—peer-to-peer fundraising software, giving day platforms, charity event technology—using AI-assisted SEO and AEO tools to build organic reach that generates inbound pipeline over time.
- Events & community: identify and activate the UK nonprofit sector's most valuable in-person and virtual touchpoints—including Fundraising Convention, Chartered Institute of Fundraising events, Digital Fundraising Summit, and charity technology forums—as lead generation channels, not just brand awareness plays.

- Partner co-marketing: work with Funraisin's UK implementation and referral partners to develop joint content, co-branded campaigns, and shared event presences that extend reach into partner networks and generate warm, partner-endorsed leads.
- Paid media: manage a focused UK paid media budget across LinkedIn Ads, Google Ads, and relevant sector publications—with clear ROI accountability and a test-and-learn approach to spend allocation.

4. Sector intelligence & market positioning

- Maintain a deep, current understanding of the UK nonprofit technology landscape, including the platforms Funraisin competes with, the consultancies and agencies that influence buying decisions, and the sector trends that shape how charities evaluate and adopt new technology.
- Track the UK fundraising event calendar, identifying the major peer-to-peer events, giving days, and digital campaigns across the sector each year, and using that calendar to time content, outreach, and campaign activity for maximum relevance and cut-through.
- Use AI-powered competitive intelligence tools built by the global marketing team to monitor local competitor activity, sector conversations, and market signals—feeding insights into content strategy, messaging development, and sales enablement materials.
- Contribute UK market intelligence to the global marketing team—ensuring that product positioning, campaign messaging, and go-to-market strategy reflect the specific language, priorities, and buying context of UK nonprofit decision-makers.

5. Sales enablement & pipeline collaboration

- Work as a genuine commercial partner to the UK sales team, understanding their pipeline gaps, deal velocity challenges, and the objections they encounter most frequently, and building marketing assets and campaigns that directly address them.
- Develop a UK sales enablement library, including battle cards, sector-specific pitch decks, objection-handling guides, ROI calculators, and customer proof points—that shortens sales cycles and improves win rates.
- Own the UK nurture programme for leads that are not yet ready to buy, keeping Funraisin relevant and top of mind for prospects across long consideration cycles through intelligent, value-led content sequences.
- Support the UK sales team with account-based marketing (ABM) for high-priority target accounts—creating personalised content, tailored landing pages, and bespoke outreach sequences for the 20–30 accounts that represent the greatest near-term revenue opportunity.
- Participate in UK sales pipeline reviews—bringing marketing insight to deal conversations, identifying where content or campaigns can accelerate stuck deals, and ensuring the pipeline always has a healthy volume of well-qualified, marketing-sourced opportunities.

 **Apply Now**

About you

We are looking for someone who combines creative instinct with commercial discipline—a marketer who is as comfortable building an AI content workflow as they are analysing a lead scoring model or presenting pipeline data to the sales team. The right person is hungry to build something, obsessed with quality, and genuinely energised by the nonprofit sector and the missions it serves.

The following is ideal, but not essential. Please don't disqualify yourself if you don't meet all the criteria. We'd love someone curious who is a quick learner, not necessarily someone who ticks all the boxes.

Experience & background

- 5+ years in B2B marketing with a strong focus on lead generation, demand generation, or growth marketing, ideally within a SaaS, technology, or mission-driven organisation
- Demonstrable experience generating qualified pipeline through multi-channel programmes—with a track record of improving MQL-to-SQL conversion rates and contributing measurably to revenue
- Hands-on experience using AI tools for content creation, personalisation, and marketing automation—including LLMs, AI writing assistants, and intelligent workflow tools—with the editorial judgement to maintain quality and brand voice at scale
- Strong working knowledge of the UK nonprofit sector—its major organisations, fundraising formats, technology buying cycles, and the communities and events that bring it together
- Experience managing and optimising performance across multiple digital channels—including LinkedIn, email, SEO, paid media, and event marketing—with clear ROI accountability
- Familiarity with CRM and marketing automation platforms (Active Campaign or equivalent) and the ability to build, segment, and report on campaigns with confidence
- Experience working in a globally distributed team and collaborating closely with sales, product, and customer success colleagues across time zones.

Skills & capabilities

- **AI content fluency:** You use AI tools daily to create, personalise, and optimise content — and you know how to prompt, edit, and quality-check output so it earns the trust of sophisticated buyers:
- **Channel expertise:** You have deep working knowledge of LinkedIn as a B2B demand generation channel and strong competence across email, SEO, paid media, and event-led marketing
- **Data literacy:** You are comfortable in a spreadsheet, a CRM dashboard, and a campaign analytics platform—you make decisions from data and communicate results in commercial terms.
- **Writing quality:** You write clearly, compellingly, and with sector-appropriate nuance —and you can brief, edit, and quality-assure AI-generated content to the same standard.
- **Commercial instinct:** You think about leads in terms of pipeline value, conversion rates, and revenue contribution, not just volume and impressions.
- **Sector curiosity:** You follow UK nonprofit fundraising news, attend sector events, and engage with the community because you find it genuinely interesting — not just because it is your job.

Ways of working

- Self-directed: you manage your own priorities, own your own results, and do not need to be told what to do next—you identify the gaps and fill them.
- Test-and-learn: you treat every campaign as an experiment, document what works, and apply learnings rapidly—you are not precious about being wrong.
- Collaborative: you share content, insights, and results openly with the sales team and global marketing colleagues—you see collective pipeline growth as the goal, not individual credit.
- Detail-oriented: you proof your own work, check your links, and take pride in producing output that is accurate, on-brand, and properly targeted—every time.



WHAT THIS ROLE IS NOT

This is not a brand awareness or social media management role. It is not a role for someone who measures success in followers, impressions, or content volume. Funraisin needs a lead generation specialist who is obsessively focused on quality pipeline—someone who would rather send one perfectly targeted campaign to 50 of the right people than blast a generic message to 5,000. Volume is not the goal. Conversion is.

What we offer

We want the right person to thrive in this role.

- A competitive UK salary benchmarked against the B2B SaaS marketing market, with a performance component tied to pipeline contribution and lead quality metrics
- 20 days annual leave + bank holidays + birthday leave + seasonal bonus leave
- A remote-first working environment with the flexibility to work in a way that suits you, and a travel budget to get you into the sector events and customer conversations that matter
- Access to Funraisin's full suite of AI and GTM tooling, and the encouragement to push what's possible with it
- A genuinely collaborative global marketing team that shares playbooks, results, and ideas openly across regions
- The opportunity to build something meaningful in a company that is directly helping the UK's most important charities raise more money and serve more people

How to apply

Funraisin is committed to building a team that reflects the diversity of the nonprofit communities our customers serve. We actively welcome applications from people of all backgrounds, identities, and career paths. If you do not tick every box on this job description but believe you are the right person for this role, we would still love to hear from you.

To apply, please submit your CV and a short cover note (no more than one page) that tells us: which UK lead generation channel you believe is most underutilised by B2B SaaS companies in the nonprofit sector right now, and how you would approach it. We want to see how you think, not just what you have done.

We review applications on a rolling basis. We look forward to meeting you.

 **Apply Now**