



Position Description

Marketing Lead – UK & Europe

Location: London with occasional travel across the UK and Europe

Employment type: Full-time

Reports to: Head of Marketing with a dotted line to our UK/EU region lead (COO/CMO)

About Funraisin: Funraisin is the platform purpose-built for ambitious fundraising teams. We help charities create powerful supporter experiences that connect, inspire and convert — from P2P events and Giving Days to always-on fundraising, appeals and more. We're trusted by over 1,000 organisations globally, and we're growing fast in the UK and Europe. This role is your chance to shape that growth and drive real impact across the sector.

The role: We're looking for a hands-on, tactical, and highly motivated Marketing Lead to grow Funraisin's presence across the UK and Europe. You'll be responsible for planning and executing marketing campaigns that drive audience growth, qualified leads and increased product interest amongst fundraising and NFP digital teams.

This is a hands-on role ideal for someone who knows fundraising from the inside, understands the NFP tech landscape and can move seamlessly between planning and execution. The Marketing Lead works closely with our Sales and Customer

Success teams to support pipeline growth and product adoption—and owns marketing outcomes for the region.

Key responsibilities:

- Plan and deliver end-to-end campaigns to generate leads and nurture prospects—including webinars, workshops, conferences, downloadable resources and always-on lead magnets.
- Write compelling copy that resonates with fundraisers and decision-makers—from emails and landing pages to event invites and follow-ups.
- Build and optimise automated flows and email journeys in ActiveCampaign to drive engagement with key marketing initiatives.
- Promote our presence at key sector events and drive attendance to regional activations, working with partners where relevant.
- Partner with our regional sales leads to support pipeline growth, create enablement assets and ensure alignment across campaigns.
- Work with our Customer Success team to spotlight success stories, amplify new launches, and drive product adoption.
- Develop clear briefs for our design team and coordinate asset delivery to ensure campaigns go live on time and on brand.
- Keep a pulse on sector trends and the evolving needs of fundraising teams across the UK and Europe.

Key selection criteria:

- Demonstrated experience working in-house at a charity or nonprofit, with a solid understanding of fundraising strategy and supporter journey design.
- Strong understanding of customer needs, with the ability to engage both one-to-one (e.g. sourcing and shaping case studies) and one-to-many (e.g. through campaign communications, content, and education).
- Proven ability to write clear, engaging, and purposeful content tailored to fundraising professionals and sector decision-makers.

- Experience planning, building, and managing marketing campaigns across the full lifecycle—from concept and copy through to build, testing, and optimisation.
- Evidence of results-driven thinking, comfort with experimentation, and a commitment to continuous improvement.
- Understanding of the nonprofit technology landscape, with the ability to develop messaging and strategies that resonate with both frontline users and organisational decision-makers.
- Proficiency in using platforms such as ActiveCampaign (or similar) to build automated email flows, manage segmented lists, and report on performance metrics.
- Strong communication skills with the ability to brief designers and partners effectively, and to work collaboratively across teams and time zones.

Nice to have:

Direct hands on experience using Funraisin

Direct reports: Nil