



Account Strategist

CauseMic is seeking a process-oriented account strategist who is eager to join a team of innovative fundraising experts. This role will be responsible for building strong relationships with key nonprofit clients, managing project progress, and proactively identifying opportunities to maximize our clients' impact. CauseMic's world-class clients include Mercy Corps, Oregon Humane Society, and USA for UNHCR. This position will report to the Vice President of Client Services.

Who We Are

CauseMic is a digital marketing agency that empowers nonprofits to leverage technology, storytelling, and design to raise money and awareness online.

We are value-driven, digital disruptors who strive to apply our proven methods for fundraising on behalf of nonprofit organizations. Our teammates prefer the path less traveled, seeking opportunities to innovate and upgrade the most effective methods of online fundraising. Our collaborative approach to solving complex problems distinguishes us from our competitors.

What You Will Be Doing

Day-to-day, you will be creating, managing, and implementing awareness and fundraising campaigns that empower our clients to recruit and engage supporters. You will liaise between the client and internal teams managing the process, timeline, and communication necessary to deliver excellent customer service as you build and launch campaigns on behalf of our clients. As a client-facing member of the CauseMic team, you will also collect and contribute your insights to the business as we work to increase brand awareness among our target audience within the nonprofit sector. Your responsibilities include:

- Create and implement effective fundraising and marketing campaigns for clients
- Maintain relationships by staying in close contact with clients from start to finish via email, by completing project templates, conducting regular check-in calls, and client presentations
- Serve as project manager for the client, effectively managing tasks, client feedback and deliverables in Asana and ensuring expectations at every stage are met and communicated both internally and externally



- Have a working knowledge of digital fundraising technology, including email marketing systems, customer-relationship management, and charitable giving platforms
- Oversee the details necessary for creating fundraising campaigns on Classy, Fundraise, Give Lively, etc. with the ability to pay particular attention to story arcs and proper timing
- Execute and evaluate A/B testing to optimize campaigns
- Drafting original content for clients' digital channels including social media, email, blog, and creative materials
- Create client reports to track pre-determined key performance indicators related to email messaging, advocacy campaigns, membership recruitment and return on investment
- Run reports, analyze data, and draft memos on campaign results
- Author content on behalf of CauseMic to be featured across channels including our website, email, and social media
- Present at in-person events like industry conferences
- Support CauseMic's marketing efforts – campaign concepting, copywriting, ad placement, and more - to reach prospective nonprofit clients seeking the agency's services
- Do your part to help CauseMic crush it – including carefully tracking all your client hours, as well as pitching in with other responsibilities

Who You Are

- You have 3-4 years of account management and are fueled by a curiosity to learn from and contribute to CauseMic's approach to online marketing and fundraising
- You have a bachelor's degree in marketing, communications or a related field
- You thrive in a fast-paced, deadline-driven environment
- You have successfully executed fundraising and awareness campaigns and have the operational and creative chops to lead an entire campaign initiative
- You know the difference between good and exceptional, and strive to be that difference
- You have experience with and drive to stay current on platforms like: Classy, Fundraise, Salesforce, Mailchimp, Give Lively, and Hubspot
- You're a wordsmith with an eagerness to evaluate data



- You have an acute attention to detail and know how to take responsibility for your tasks
- You take ownership and initiative in everything you do, including speaking up when you think there's a better way to do something
- You understand how to work with remote teammates
- You can crunch numbers in Excel and draw insights from the results
- You are passionate about helping nonprofits fuel their growth

This position is based in Portland, OR. The right candidate may be able to work remotely from CA.

Compensation and Perks

- Competitive salary with profit sharing
- Employer sponsored health and dental plans
- Generous vacation and sick time
- Flexible work schedule
- Seven paid holidays
- 401(k) with employer contribution
- Professional development opportunities
- The greatest job satisfaction in your career

How To Apply

To be considered, please email us at crew@causemic.com and include resume and cover letter.