





Customer Success Manager

 **Location:** Remote

 **Salary:** £45,000 - £50,000 per annum

 **Contract:** Full time, Permanent

Background

Social Mind are experts at using social fundraising to drive income and engagement. From product innovation, journey design and campaign builds to virtual event management, we support charities in delivering successful campaigns at scale.

Our fundraising platform, Social Sync, aims to revolutionise the sector with integrated digital fundraising campaigns and behavioural, omni-channel supporter journeys.

We empower charities to raise more money with integrated multi-platform fundraising, drive supporter acquisition and build stronger relationships with sophisticated, personal journeys and we unlock the supporter's potential with meaningful insights.

The Role

Working across both Social Mind and Social Sync as a Customer Success Manager you will play a pivotal role in ensuring our non-profit clients succeed in their digital fundraising endeavours.

You will oversee the complete lifecycle of client engagement, from onboarding to support and retention, ensuring they fully leverage our platform's capabilities and agency expertise.

You will act as a strategic advisor, guiding clients through their journey with Social Mind and helping them optimise their campaigns for maximum impact.

Your role will involve proactive communication, strategic planning, and collaboration with internal teams to deliver exceptional client experiences building long term relationships.

Key Responsibilities

- **Client Relationship Management:**

- Work closely with Growth team to deliver smooth and effective handover milestones to ensure ongoing client confidence.
- Build and nurture strong relationships with key stakeholders at non-profit organisations, understanding their digital fundraising goals and aligning our solutions with their strategic objectives.
- Conduct regular check-ins and strategic reviews to assess client satisfaction, gather feedback and identify opportunities to increase value and reduce churn across Social Mind and Social Sync.
- Explore different ways in which clients may benefit from new agency services as our offer diversifies in line with market trends and demands.

- **Onboarding and Adoption:**

- Ensure client satisfaction by keeping internal teams well briefed to successfully deliver agreed client requirements to a high standard and on time.
- Collaborate cross functionally to ensure clients have everything needed for successful campaign launches and ongoing optimisations.
- Develop and execute strategies to drive adoption and engagement with our platform, tailoring approaches to each client's unique needs and goals.

- **Success Planning and Outcomes:**

- Create and manage comprehensive success plans for clients, setting clear goals and regularly reviewing progress to ensure they achieve their desired outcomes.
- Provide best practices and strategic recommendations to help clients elevate their fundraising efforts and fully utilise our platform and agency offering.

- Act as the internal voice of the customer, gathering feedback and collaborating with our Product and Development teams to drive enhancements that meet client needs.
- Identify potential risks and opportunities for upsell, working closely with internal teams to address concerns and explore growth possibilities.

What You Will Do

- Develop deep relationships with non-profit clients, understanding their fundraising strategies and providing insights to help them succeed.
- Collaborate cross-functionally with Growth, Stewardship and Product teams to ensure a seamless customer experience and continuous improvement.
- Proactively identify and mitigate churn risks, ensuring high client retention and satisfaction.
- Serve as a trusted advisor to clients, providing expert guidance and support to help them navigate challenges and achieve their goals.

Skills and Knowledge

- Strong knowledge and understanding of non-profit fundraising, particularly social and digital fundraising.
- Experience with managing multi-channel campaigns and understanding campaign lifecycle from planning to post-campaign analysis.
- Excellent communication and presentation skills, capable of managing complex stakeholder interactions and inspiring action through data and case studies.
- Tech-savvy, with a strong interest in learning about our platform and the ability to provide technical guidance to clients.
- Positive, enthusiastic team player with a collaborative approach and a drive for continuous improvement.
- Experience in the non-profit sector is desirable, with a passion for supporting charitable causes and driving meaningful change.

- Experience in a Customer Success or Account Management role is desirable, ideally within the non-profit sector or a B2B SaaS environment.

Benefits

- 33 days of paid holiday (pro-rata) inclusive of Statutory Bank Holidays.
- Flexible working hours based on team needs.
- Enhanced maternity and paternity pay.
- Pension contributions.