

[Insert Job Title: ie. Customer Success Manager]

[Insert your mission]

Problem

[Insert Overview] Company is here to democratize community ownership. Our mission is to empower entrepreneurs to own their community.

We want to give all entrepreneurs equal access to opportunity.

All businesses, regardless of size or location, should have access to the best tools to communicate and transact with their customers.

No more being fucked by big tech.

We are here to help David beat Goliath.

Facebook will take down your ad account. But [Company Name] has you covered.

Instagram can ban your brand's page. But [Company Name] emails will continue to power you.

TikTok will censor your content. But [Company Name] gives you full control of your community.

[Company Name] gives you the power to own your destiny.

Building a business takes guts. It takes grit. It takes giving your heart and soul to something larger than yourself.

We see the struggle of Shopify entrepreneurs and want to help. We want to carry the load and make it easier to do what they do best - build, create, and grow.

We are [Company Name]. The easy way to grow your community

Solution

[Insert Solution] [Company Name] gives Shopify entrepreneurs a tool to regain control of their community and grow their email list. Shopify entrepreneurs use Company Name to build direct customer relationships, enabling them to drive 20x more revenue and grow like never before.

Traction

[Insert Traction] We are growing fast, and are on track to integrate with hundreds of e-commerce stores by the end of 2022. We are a team of serial entrepreneurs with success to scale consumer brands, identity graphs of 200+ million people, and scaling from nothing to a material exit. If you're hungry for a fast-paced startup, [Company Name] might be the place for you.

Shopify entrepreneurs across the United States need our help!

Role (edit from here)

As a Customer Success Manager, you will be the first to congratulate a partner after their launch on the [Company Name] platform. You will be responsible for nurturing all Shopify partners, with particular focus on the first 90 days to ensure every partner starts to feel what success looks like.

This is a fast-paced, KPI-focused role so attention to detail is key – your days will be spent balancing partners in different stages of their lifecycle. You'll be expected to balance:

- Ensuring success in the first 90 days for all partners just entering your portfolio.
- Recognize and proactively engage with partners who are at risk of churn.
- Upsell qualified partners on other products that can help them
- Manage churn requests within your portfolio and collect feedback around why the partner is requesting to churn. Save them when there's ground to save.
- Work closely with our onboarding and support teams to ensure a world-class partner experience.

This is a proactive role so confidence around picking up the phone, sending an email, or an SMS to partners is critical to success. You will be seen as the email marketing expert so they need to hear from you on a consistent basis so every partner knows you have their best interest at heart.

We use HubSpot to log all activity; your success will be measured by your ability to engage with all of your partners, the additional revenue you generate via upselling our products, the optimization, and your tactical skills that keep churn as low as possible.

 Within 30 days, you'll:

- Complete new hire orientation and our onboarding training workshop.
- Learn everything you need to know about email targeting, customer personas, Shopify growth lingo, the [Company Name] product (onboarding, configuration, success metrics, customers, etc).
- Shadow the current team to learn from your peers and engage with weekly call reviews with your manager.
- Receive your first ~100 partners and start outreach to introduce yourself.

 Within 60 days, you'll:

- Start receiving newly launched partners and be comfortable and confident with articulating the value of [Company Name].
- Be able to create rapport and mirror the partner you're working with – understand the fundamentals, opportunities, and goals each Shopify partner has so you can help them grow.
- Upsell 10-15 partners to get them to use other parts of the product and follow up with them to communicate success and ensure they continue to use our marketing services.
- Keep churn under 2.0%.

 Within 90 days, you'll:

- Become an expert at resolving any issue a partner may bring to your attention (growth, email modification, email exports, ROI, deliverability, configuration, community, FAQs).
- Be able to turn a negative into a positive – Shopify partners will come to you with frustrations around a particular issue. It's your responsibility to empathize with them, own the issue, craft a solution, execute the solution, and follow up to ensure the issue doesn't resurface.
- Ramp up your portfolio to ~300 partners to ensure sustainable and continued success.

 You Should Apply If...

- Proven track record (2+ years) in account management or full-cycle sales.
- You practice what you preach. You're a market expert in the email marketing x technology space, you're up to date on the trends and competition, and you're willing to invest in your team to help them learn from you.
- You're someone who goes above and beyond for your partners, comfortable putting on a support hat (when needed), and have excellent communication (verbal and written) skills.

- You invest in your own personal growth and development.
- It's a plus if you've worked on a Shopify store or for an email marketing agency at one point in your career.

Benefits of Life at [Company Name]

- [Company Name] allows you to choose where you want to work. We have team members all across the United States
- Competitive compensation packages (salary + commission structure so you can unlock higher earning potential if you're an over-performer).
- High growth company with an innovative and ever-evolving product.
- Freedom to spread your wings + leadership that invests in your professional growth.

Team

[Company Name] is a growing team of 10+ people who love growth and making shit happen. We prioritize ruthlessly, test everything, and put our Shopify partners first, always! Collaboration and teamwork runs through our organization so be ready to own and assist with multiple projects – there will always be more Shopify entrepreneurs who need our help.

We're led by:

Matt Gray (cofounder, CEO): Built projects reaching 14m+ users. Backed by CEO Shopify, COO Shopify, Dave Morin (cofounder of Facebook Platform). Founder of Bitmaker acq. General Assembly - taught 3,000 people how to code.

Founder Bio

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This role reports to the VP of Customer Success. No direct reports.