As a Customer Advocacy Manager, you will play a pivotal role in amplifying the voices of our customers and driving key advocacy programs. Reporting to the Director of Campaigns and Advocacy, you will ensure the seamless execution of initiatives that empower customers and showcase their successes with Bonterra. What you'll do: Manage relationships with leading online review platforms (such as G2, TrustRadius, etc) to drive customer review activity and enhance the Bonterra market presence. You'll also partner with product marketing to ensure product pages are accurate and current and spearhead opportunities to find new opportunties to increase Bonterra's presence. Source and create case studies that showcase our customer's success by collaborating with sales, customer success and other teams across Bonterra. You'll also manage our master case study library and create enablement tools for the sales team in campaigns. Drive the identification of webinar and event speakers to support our marketing programs and event presence and recommend execution strategy. Review content: Review customer-generated content in advocacy platform; launch campaigns to fill in the gaps where additional content is needed; and exploit content across Bonterra to maximize usage and visibility. Support ongoing advocacy efforts: partner with members of the customer advocacy and customer marketing team to execute other advocacy activities and contribute to core initiatives such as developing a Customer Advisory Board (CAB), Awards Program, and customer events. Track and manage customer participation in our customer advocacy platform and report on successes. Requirements 3-5 years of customer advocacy or customer marketing experience Experience producing customer case studies that showcase customer success Experience working with customers and Sales teams Experience with Salesforce, customer reference management software Excellent written and verbal communication skills Excellent relationship management and interpersonal skills to build strong customer partnerships The ability to manage multiple priorities and customer touchpoints, with superior organization skills, and a keen eye for details