

HEARTBEAT INTERNATIONAL

Job Description

JOB TITLE. NextLevel Customer Support & Growth Specialist

DEPARTMENT. Ministry Solutions (NextLevel)

CLASSIFICATION. Non-Exempt

REPORTS TO. NextLevel Product Manager

REMOTE WORK STATUS. Position eligible to work remotely with required travel.

SUMMARY

The Customer Support & Growth Specialist provides direct support to pregnancy help organizations using Heartbeat's NextLevel client management application. This role is ideal for a mission-minded, quick learner who can handle customer support requests, troubleshoot technical issues, cultivate partnerships and sales relationships with continued training efforts, and advance sales initiatives that align with organizational goals. The right candidate will demonstrate initiative, problem-solving ability, and a heart for serving pregnancy help centers, with the opportunity to advance into managing customer support, sales, and process improvement efforts over time.

All activities/functions of this position are to be consistent with and in support of Heartbeat's pro-life mission and vision and Christian core beliefs and core operational values.

RESPONSIBILITIES

General Responsibilities

- Understand the mission of NextLevel including providing a service to pregnancy centers that provides data-driven decision-making support and improves centers' efficiency and workflow to provide woman-centered and life affirming care that impacts the centers' local communities.
- Provide quality Christian caring service to all customers and contacts, including sharing the Gospel of Jesus Christ by word and example as may be appropriate.
- Assist with other projects as assigned by the supervisor.

Customer Support & Success (Customer Retention)

- Triage, investigate, and resolve customer inquiries ranging from simple account assistance (e.g., password resets) to troubleshooting application features (e.g., explaining data reporting) with clear communication and repeatable steps. Escalate technical issues appropriately to engineering when needed.
- Improve and sustain customer retention KPIs with high-quality resolutions and thoughtful feedback, balancing responsiveness with care. Document, tag, and track issues in the CRM for follow-up and resolution.
- Assist in maintaining FAQs, training resources, and knowledge base content that further cultivates customer relationships improving customer retention.

Sales & Growth Support (New Customer Growth)

- Drive sales growth through targeted outreach (e.g., conference exhibits), webinars, and demos, measured by new customer goals (onboarding speed, adoption, satisfaction, renewal readiness) and a consistent 90-day CRM pipeline.
- Support new centers during onboarding, including setup and training, and resource and guide creation.
- Identify and share opportunities for upselling, renewals, or expanded use of the system to achieve organizational revenue targets.
- Represent NextLevel at conferences and events as a product ambassador (with support from leadership).

Process & Team Development (Retention and Growth)

- Reproduce issues, gather logs/screens, and partner with the development team for fixes.
- Monitor product health (common errors, FAQs), propose improvements, and document workarounds.
- Advocate for users (customer retention and product development) by writing crisp bug reports and feature requests with business context.
- Build demo environments, sample data, and scenarios that reflect real clinic operations.
- Learn team tools and SOPs, building readiness for future leadership.
- Work closely with the Next Level team to advocate current and prospective customer needs and requests for development planning.

Administration & Reporting

- Maintain accurate communication records.
- Process invoices and payments from customers. Ensure accurate, timely billing and payments. Follow up with customers as needed.
- Provide basic reports on support activity and customer engagement.
- Stay current on information relative to the program (current technology, current resources, ideas for expanding services, pricing of similar resources, etc.). Make suggestions for maintaining and improving quality product and services and appropriate pricing.

QUALIFICATIONS

- Requires a minimum 2–3 years of proven success in sales or account management, with additional experience in customer service or client support preferred.
- Experience with or understanding of Next Level and/or pregnancy help organizations strongly preferred.
- Strong problem-solving and troubleshooting skills; ability to learn new systems quickly (browsers, permissions, data, integrations).
- Clear verbal and written communication skills, with the ability to explain technical concepts in a friendly, precise, and actionable manner.

- Confident presenter: can explain complex topics simply to non-technical users.
- Comfort working in a virtual environment with minimal supervision.
- Experience with Microsoft Office or Google Suite required; CRM or support system experience required; data reporting familiarity preferred (Power BI).
- A desire to grow into leadership, managing projects and (eventually) team members.
- Commitment to Heartbeat International's pro-life mission, Christian beliefs, and operational values.

SUPERVISION (Received/Exercised)

Receive periodic supervision in the form of general parameters. Make non-routine decisions involving analysis of situations based on parameters established and past related experience ensuring service provided conforms to HB's Christian pro-life mission, vision, and core beliefs and values. Decisions affect relationships with HB constituencies. Plan/organize work to meet deadlines.

PERFORMANCE AND EVALUATION

Performance will be evaluated by:

- Maintaining customer renewal and retention rate goals.
- Meeting new customer goals.
- Maintaining an active CRM pipeline.
- Achieving response time and average resolution time goals for tickets.
- Positive qualitative feedback from customers and team.

GROWTH PATHWAY

This role is designed to develop into a Managerial position. The right candidate will have opportunities to:

- Lead projects and process improvements.
- Take on greater responsibility for sales growth.
- Represent NextLevel more independently at conferences.
- Manage and mentor future team members.