

Customer Engagement Manager

To apply, please send your CV and a covering letter to careers@thefargogroup.com.

ROLE CONTEXT

The Fargo Group is building the leading European operating system for intermodal logistics. We develop purpose-built software for the operators who move the world's containers — from the UK's largest shipping lines and national rail freight businesses through to growing transport companies taking their first steps with a dedicated platform. With over 100 active customers across the UK and a rapidly expanding European footprint, we are at an exciting point in our journey and investing in the team to match.

Our Customer Success function delivers structured, proactive engagement across the customer base through a team of field Customer Success Managers, who serve our largest and most complex accounts through regular on-site and remote reviews. As we grow, we are now building a digital engagement programme to sit alongside that field model — ensuring every customer, regardless of size, has access to regular training, product updates, and self-serve resources. This is a new role, created to own and shape that programme from the ground up.

It sits at the intersection of customer success and customer marketing, and will suit someone who is comfortable both in front of customers and behind a content calendar. The ability to present and facilitate online, create clear written communications, and design and deliver a structured programme are as important here as relationship instinct.

ROLE PURPOSE

To own Fargo's scalable customer engagement programme, ensuring customers continuously learn, adopt, and realise value from the platform throughout their lifecycle. For customers on the lighter platform tier, the Customer Engagement Manager is the primary point of contact and the first line of commercial defence against churn.

This is not a quota-carrying role. Success is measured through programme engagement, retention within the managed customer segment, and the quality of health monitoring rather than revenue generated directly.

KEY RESPONSIBILITIES

Customer engagement and education

Own Fargo's scalable customer engagement programme, ensuring customers continuously learn, adopt, and realise value from the platform throughout their lifecycle.

This includes:

- Designing and delivering virtual customer education, including live sessions, webinars, and product updates.
- Creating engaging customer communications that promote adoption, new functionality, and best practice.
- Developing self-service resources including knowledge articles, guides, and video content that improve the customer experience and reduce support demand.
- Working closely with Product, Customer Success, and Marketing to ensure educational content reflects customer needs, product developments, and common usage patterns.

Customer health and adoption

Proactively monitor customer engagement and usage, identifying opportunities to improve adoption and highlighting customers who may need additional support.

This includes:

- Monitoring customer health signals and escalating potential risks to the Customer Success team.
- Supporting renewal planning by ensuring key customer milestones and renewal activity are visible to the commercial team.
- Using customer feedback, support trends, and usage data to identify opportunities to improve onboarding, education, and long-term adoption.

Customer training and community

Build and develop a customer community that enables users to get more value from Fargo while creating opportunities for deeper engagement.

This includes:

- Coordinating premium customer training programmes and workshops.
- Supporting customer events, user groups, and other engagement initiatives.
- Acting as an approachable point of contact for managed customers, ensuring enquiries are resolved efficiently and customers are connected with the right people where needed.

CRITICAL KPIS

- Monthly session delivery — 12 product sessions and 12 release updates delivered per year
- Session attendance — average attendance target agreed at onboarding
- Gross retention within the managed customer segment — target above 90% annually
- Knowledge base completeness and currency — reviewed quarterly with the Customer Success Delivery Lead
- At-risk escalations — churn events within the managed segment with no prior escalation logged should be zero

WHAT GOOD LOOKS LIKE

A year into the role, a strong Customer Engagement Manager will have established a monthly session rhythm that customers attend reliably and that the Customer Success team regard as a genuine supplement to their own account work. The knowledge base will be the first place customers go with a question rather than the last. Retention within the managed segment will be measurably higher than before the programme existed.

Internally, the Customer Success Managers will be spending less reactive time on lower-tier queries and more structured time on the largest accounts. The eshot programme and session recordings will be an asset the wider marketing team can draw on for broader content work.

WHAT WE ARE LOOKING FOR

A background in customer success, customer marketing, or SaaS onboarding — ideally with experience of running digital engagement programmes, webinar series, or community content. Strong written communication and the confidence to present and facilitate online sessions to mixed audiences are essential.

This role sits genuinely at the boundary between customer success and marketing. Candidates who have worked in customer marketing, lifecycle marketing, or technical content creation in a SaaS business will find a lot that is familiar. Equally, a strong customer success practitioner with a creative streak and a good instinct for communication will thrive.

Familiarity with the logistics or transport sector is not required. Genuine enthusiasm for a product that solves real operational problems — and the ability to communicate that enthusiasm clearly — matters more.

This is a development role with a clear path into a field Customer Success Manager position for someone who wants to grow in that direction.

ROLE BOUNDARIES

The Customer Engagement Manager does not carry a commercial quota and does not own renewal negotiations — those sit with the Customer Growth Manager. The role supplements the field Customer Success Manager relationship for larger accounts rather than replacing it.

Product development decisions and roadmap prioritisation sit with the product team. The Customer Engagement Manager informs that process through usage data and customer feedback but does not own it. The role does not manage other team members.

Reports to	Customer Success Delivery Lead
Department	Customer Success
Location	Ipswich (hybrid) — occasional travel to Fargo offices for training days
Contract	Permanent, full-time
Salary	Competitive — in line with Customer Success Manager level