

MARKETING AND BUSINESS DEVELOPMENT PROPOSAL SPECIALIST POSITION GUIDE

USE YOUR KNOWLEDGE AND SKILLS FOR GOOD.

CAMPBELL & COMPANY

Campbell & Company is a national consulting firm that serves nonprofit organizations and institutions in all sectors, including education, environment, healthcare, human services, arts and culture, associations and membership organizations, and civic and public affairs. The firm is based in Chicago with regional offices in Los Angeles, Portland, San Francisco Bay Area, Seattle, and Washington, DC.

We are motivated by a desire to strengthen the nonprofit sector. You can see that commitment reflected in both our work and our personal passions—from mentoring others to volunteering in the community to serving on national boards. We are driven and willing to do what it takes to get the job done. We have high standards for ourselves and our teams, and we achieve those standards by helping one another do our best work.

We respect and value our colleagues' perspectives, and we see collaboration as an opportunity to learn from one another, support each other's growth and advance our collective knowledge. Our team-based approach enhances our work and is even built into our company's structure: as an ESOP (Employee Stock Ownership Program), we are 100 percent employee-owned, giving every one of us a vested interest in the success of both our clients and our colleagues.

We are always looking to improve so we can better serve the nonprofit sector. That desire fuels our new growth strategy, which charts an ambitious path for national expansion in key regions and vertical sectors across the country. These objectives advance the core services that today's nonprofits need to be successful and support a growing team of professionals who bring passion and dedication to their work every day.

Collectively, Campbell & Company consists of 65 staff members, including 39 in Chicago and the Midwest, three based in Washington, D.C., seven based on the West Coast, and 16 members in our Northwest Office.

OUR WORK

Our mission is to collaborate and innovate with people who change lives through philanthropic vision and action. For nearly 40 years, we've worked with organizations at critical points in their growth and development, when our expertise and

Mission

To collaborate and innovate with people who change lives through philanthropic vision and action.

Vision

To be the partner of choice for nonprofit organizations, nationally known for providing exceptional and creative service, distinguished by our commitment to our client relationships, and recognized for advancing the nonprofit sector as a whole.

To be the firm of choice for talented professionals seeking a great place to work where they can be well-supported, challenged, and fulfilled throughout their careers.

Visit us



partnership approach can have a powerful impact. Today, we have four primary service lines: fundraising, communications, executive search, and strategic information services.

ABOUT THE MARKETING AND BUSINESS DEVELOPMENT TEAM

The Marketing and Business Development team at Campbell & Company works closely with individual consultants and service/sector/geographic teams to provide external and internal communications. Our primary areas of focus is business development activity – from proposal development to client stewardship, external and internal brand management, content creation and management, thought leadership and marketing surveys / benchmarking development, management of conferences, speaking engagements and sponsorships, CRM management and media outreach.

ABOUT THIS POSITION

Under the direction of the Director of Marketing and Business Development (MBD), the Marketing and Business Development Proposal Specialist will be primarily responsible for helping to support and implement business development strategy for the firm. The Specialist works collaboratively with the current Marketing and Business Development Associate to manage the sales process and bring in new clients. The specialist will also assist in the creation of marketing content and thought leadership.

BUSINESS DEVELOPMENT STRATEGY AND IMPLEMENTATION:

- Work collaboratively with Campbell & Company consultants to plan and develop proposals for new business, providing full support and project management. This will include writing the proposals themselves.
- Work collaboratively with Campbell & Company consultants to plan and develop sales presentations. This includes writing and designing the presentations or handouts and working with consultants to determine what strategies are most appropriate for specific presentations. This can also include presentation coaching, as needed.
- Support MBD Associate in maintaining and updating proposal and presentation development processes, helping to advise other staff on developing these and other business development deliverables.
- Work with MBD Associate to help to drive and shape the firm’s business development strategy, including the development of BD activities from prospect to client.



- Leverage internal and external research to strengthen sales collateral, conducting and overseeing additional research as required.
- Develop and maintain a familiarity with Campbell & Company's full range of services and advise consultants on integrating services from all departments into prospective engagements.
- Participate in business development meetings and other firm-wide activities, helping to plan and execute internal and external business development initiatives.
- Work with MBD Associate to create, manage, and improve a central collection of business development resources, including past client credentials, standard language, templates, toolkits, and other resources. Ensure best practices are available to members across the firm.
- Serve as a liaison between the MBD team and select teams within the firm, including regional teams and service-line teams.

MARKETING CONTENT STRATEGY AND IMPLEMENTATION

- As needed, develop marketing and thought leadership materials, including one-pagers, articles, press releases, podcasts, and conference proposals, working with consultants and other Marketing and Business Development team members for the Northwest (Seattle) and West (California) teams.
- Pitch ideas for marketing content and contribute to marketing strategies.
- Provide editorial support for other members of the Marketing and Business Development team.

GENERAL MARKETING AND BUSINESS DEVELOPMENT ACTIVITIES

- Partner with the MBD team on the development and implementation of a company-wide sales training program
- Work with MBD team to help launch new services and develop sales strategies
- Work with members of the firm on innovation and continuous learning projects, such as the development of new tools or diversity trainings, when relevant.

QUALIFICATIONS

The successful candidate will have one to three years prior work experience, preferably in a communications or business writing role; experience may include relatable work in a volunteer or academic setting. In addition, s/he will possess the following:

- BA or BS degree in related field (i.e., marketing, journalism, public relations, advertising preferred)
- Strong organizational skills along with excellent oral and written communication ability
- High attention to detail, especially with regard to proofreading
- Highly collaborative work style and an open-minded attitude towards feedback

- Comfortable “managing up”—the majority of consultants that you will be working with on business development will be senior and vice president level.
- Demonstrated experience in business writing and copyediting
- A passion for the nonprofit community
- Motivated and self-directed team player capable of prioritizing own work and juggle multiple projects/deadlines.
- Proficient with Microsoft Office applications
- Lead generation and familiarity with CRM (Salesforce) tools preferred.

This position is based in the Seattle office and is appropriate for entry-level and early-career professionals.

APPLICATION

To be considered for this opportunity, please send a cover letter and resume to: mbd@campbellcompany.com.

NO PHONE CALLS PLEASE.

Campbell & Company is an Equal Opportunity Employer.

We are proud to partner with nonprofits to advance justice, opportunity, and equity throughout our society – and we bring this same commitment to our practices and culture as a company. We seek people to join our firm who share this sense of purpose and will bring a diversity of perspectives and experiences that will enrich our team and clients. Individuals from all backgrounds are encouraged to apply.