



## DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT

### ABOUT 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 and Seattle with regional staff in Los Angeles, Portland, San Francisco Bay Area, 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 in the profession 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.

At Campbell & Company, people are at the heart of our firm and our mission. When we tap into the expertise, insights, and creativity of people from all walks of life, we become a better firm, we deliver superior services, and we change lives. We believe our team should reflect the rich diversity that contributes to our communities and our society. We advance this belief through our employment practices and strive to create a culture of trust and belonging where everyone feels accepted, respected, and valued for who they are as individuals.

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. It is also a factor in the development of Campbell & Company's first software as a service product, [Beam Insights](#), which aims to address advances in technology to support fundraising. 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.

#### Our Values

- Integrity
- Partnership
- Candor
- Rigor
- Creativity
- Inclusion

#### Our Staff

- 37 Chicago & Midwest
- 20 Seattle & Northwest
- 2 Washington, DC
- 7 West Region

#### Our Mission

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

#### Visit



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### OUR WORK

For over 40 years, we've worked with organizations at critical points in their growth and development, when our expertise and partnership approach can have a powerful impact. Today, we have four primary service lines: [fundraising](#), [communications](#), [executive search](#), and [strategic information services](#). We immerse ourselves in learning each client's culture, constituencies, and challenges, and we work with staff, board members, and other leaders to develop a coherent strategy for achieving the organization's goals.

Our consultants work in teams to provide the right balance of expertise, experience, and seniority for each client. Over time, each consultant has opportunities to work with and gain knowledge from every other consultant on our staff.

### THE POSITION

Campbell & Company seeks a new Director of Marketing and Business Development (MBD) to advance our position as a prominent consultancy to nonprofit organizations and institutions. This position has overall responsibility for refining the Campbell & Company brand, expanding the visibility of the firm through the creation of smart content, and managing events both locally and nationally that position our firm as a thought leader. They will also be responsible for the overall strategy and management of the business development funnel, partnering with consultants to assist and strengthen their proactive business development efforts, and supporting client stewardship and retention.

Located in Campbell & Company's Chicago headquarters, this position reports to the firm's President and Chief Executive Officer (CEO), leads a team of four, and serves on the firm's 12-member management team. Peers to this position include the Directors of the Executive Search, Strategic Information Services, and Communications Consulting practices, as well as Vice Presidents for the fundraising practice.

The successful candidate must have access to reliable transportation to attend Campbell & Company meetings when required. This can be achieved with his/her/their own vehicle, the use of ride sharing services, or public transportation or alternatives available to the candidate.

### RESPONSIBILITIES

The Director of Marketing and Business Development's responsibilities include the following:

#### Business Development

- Guide strategy for the firm as a whole, while adapting as necessary to the specific needs of a practice area or region. Work with division Directors and Vice Presidents to develop marketing and business development plans for their practice regions and specialties.



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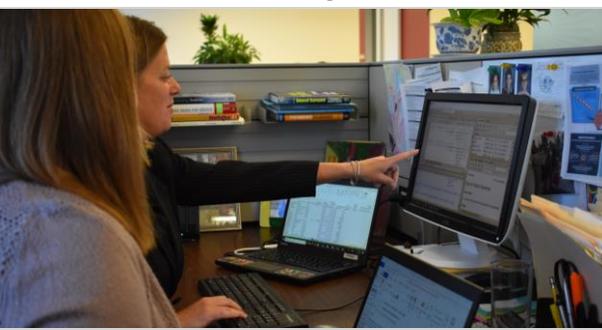
- In partnership with the firm’s Technology Associate, promote the use of Salesforce as a business development tracking tool. This includes partnering with and educating consultants about effective usage to identify and track business development opportunities and marketing impact.
- Manage the strategy and implementation of proposal development to determine the most effective format and approach.
- Work with consultants to develop tailored sales strategies for prospects, including managing and monitoring the proposal-to-presentation process. Facilitate sales training for consultants in coordination with the firm’s internal Continuous Learning Task Force.

### Brand

- Develop an annual marketing plan for Campbell & Company, consistent with the goals and objectives of the firm’s strategic plan. The marketing plan may include, but is not limited to, the firm’s plan for advertising, lead identification, sponsorships, conference exhibits, thought leadership opportunities (such as speaking engagements, articles and blog posts), firm-hosted presentations and events, webinars, direct e-marketing, public relations, and marketing and sales collateral.
- In conjunction with team members, develop strategies to promote Campbell & Company to local, regional, and national audiences, marketing sector expertise and credentials to potential clients and professional organizations.
- Manage the firm’s brand, including its look and visual consistency. Oversee the Campbell & Company style guide and ensure that all materials, both internal and external, incorporate inclusive language in alignment with our firm’s commitment to Diversity, Equity, Inclusion, and Access (DEIA).
- Manage the development of the Campbell & Company content marketing strategy, including outbound emails, ensuring content is optimized for search, and tracking lead-to-conversion KPIs.
- Enhance the firm’s social media strategy and presence in the marketplace, including relationships with local, regional, and national press.

### Thought Leadership

- Manage and produce the firm’s thought leadership offerings as they apply to research initiatives, market surveys, webinars, outside publications, conference presentations, and seminars. Ensure thought leadership topics can be repurposed for delivery on multiple platforms.
- Develop relationships with editors in trade publications that focus on philanthropy and the nonprofit sector. Develop public relations strategies to showcase the firm’s events and significant achievements.
- Work with consultants to develop and/or provide assistance on articles for placement in appropriate trade and professional journals. Promote Campbell & Company consultants as thought leaders on issues in the nonprofit sector among trade and general media.



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- Monitor opportunities for conference speaking engagements, promote the firm’s participation at these conferences, and work with consultants to ensure timely and appropriate requests for speaking.

### Leadership & Management

- Influence the direction of the firm by collaborating with the senior team, division Directors, and regional and sector leaders to establish marketing goals and strategies.
- Lead, manage, develop, and mentor a team of four in a manner that ensures the creation and dissemination of high-quality, inclusive, and relevant content. Guide the ongoing growth and professional development of the MBD team.
- Manage outside vendors of marketing and communications services.
- Develop and oversee the marketing budget in partnership with service line Directors and regional leaders.
- On an ongoing basis, assess the effectiveness of various marketing and business development initiatives, and make any necessary adjustments to strategy.

### Software as a Service

- Work with firm leadership and consultants to implement and refine a go-to-market strategy for Campbell & Company’s first-ever software as a service product.
- Manage the strategy and development of any sales and marketing collateral for the new product, including one-pagers, videos, webinars, etc.
- Build and manage innovative outbound campaigns to generate organic leads, including e-marketing strategy, and digital and print ad campaigns.

## QUALIFICATIONS

The Director of Marketing and Business Development will bring the following qualifications:

- Minimum of ten years of senior-level marketing experience, ideally B2B, within a professional service firm or similar type of organization. Ability to translate strategic plans into marketing initiatives; demonstrated success with marketing plan implementation that includes business development.
- Prior experience managing a talented team of early career professionals.
- Demonstrated experience setting a creative direction that moves concepts into a sound marketing and business development strategy.
- Experience using and managing Salesforce or other CRM system, particularly as a tracking tool for the business development process.



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- Experience with HubSpot (or other content management systems) to maintain and improve the company website.
- Experience marketing a software as a service product is an advantage.
- Passion for the nonprofit sector; prior experience with nonprofit organizations, either as a professional or volunteer, is an advantage.
- Digital marketing experience, including e-marketing and knowledge of SEO/SEM is mandatory. Proven experience developing marketing strategy for social media platforms.
- Excellent ability to collaborate successfully with a variety of constituencies, and to manage competing interests and priorities.
- Superior writing and presentation skills. Prior experience implementing an inclusive approach to all marketing, business development, and branding materials and initiatives.
- Capacity to see the big picture while managing details.
- Highly self-motivated with the ability to leverage the limited time resources of colleagues to advance marketing and business development priorities.
- A bachelor's degree or equivalent experience in a related discipline is required; an advanced degree is an advantage.
- Ability to travel occasionally

## APPLICATION

To be considered for this opportunity, please send a letter of interest and resume to:

### COLLEEN ROGERS

Senior Consultant, Executive Search  
[colleen.rogers@campbellcompany.com](mailto:colleen.rogers@campbellcompany.com)  
(312) 896 – 8906

*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.*

