



DIRECTOR OF MARKETING & COMMUNICATIONS

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, San Francisco Bay Area, and Washington, DC. Our team-based approach enhances our work and is built into our company's structure as a 100 percent employee-owned firm.

This is an exciting time for our firm as we emerge from the pandemic and evolve to meet the nonprofit sector's changing needs. We are finalizing a new strategic plan to guide our firm's ongoing growth and priorities.

We work with organizations at critical points in their growth and development, when our expertise and partnership can have a powerful impact. We have four primary service lines: [fundraising](#), [communications](#), [executive search](#), and [strategic information services](#). Our culture of innovation fueled the development of Campbell & Company's first software as a service product, [Beam Insights](#), which aims to address advances in technology to support fundraising. We strive to work in multi-service teams to provide the right balance of expertise, experience, and seniority for each client.

As a firm, we are fully committed to Diversity, Equity, Inclusion, and Access (DEIA). Accordingly, we've created a framework to strengthen the diversity of our firm, address the ways in which we can be more fully inclusive of people from all backgrounds, and work to build equity in our profession and the nonprofit sector. This framework focuses on our internal talent management, ensuring an inclusive culture, continuous learning, and transparent communication. We are not experts but are getting better every day.

We are also committed to walking with our nonprofit partners in this work. Our goal is to help all our clients be as inclusive as possible, advising on creating inclusive processes and conducting our work through an equity lens. One example of this work is our [Equity Partners Program](#) in which we are engaged with four BIPOC-led nonprofits committed to racial equity work.

OUR VALUES

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

OUR STAFF

- 36 Chicago & Midwest
- 10 Seattle & Northwest
- 3 East Region
- 4 West Region

OUR MISSION

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

VISIT



THE POSITION

Campbell & Company seeks a new Director of Marketing & Communications 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 collaborate with the firm's leaders on new business development and develop a strategy for ongoing communications to steward and retain clients. This Director will also partner with the Executive Committee to develop and execute an internal communications strategy designed to build and sustain employee engagement and encourage open dialogue across the firm.

Located in Campbell & Company's Chicago headquarters, this position reports to the firm's President and Chief Executive Officer (CEO), leads a team of three, and serves on the firm's 12-member management team. This Director will work closely with the firm's Executive Committee (CEO, two Executive Vice Presidents, and the CFO) to develop marketing strategy for the firm. 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.

RESPONSIBILITIES

Brand

- Develop an annual marketing plan 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 style guide and ensure that all materials incorporate inclusive language in alignment with our commitment to DEIA.
- Manage the development of the Campbell & Company content marketing strategy 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.

BETTER TOGETHER: OUR DIFFERENCES MAKE US STRONGER

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.

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 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 that promote Campbell & Company as thought leaders on issues in the nonprofit sector among trade and general media.
- 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.

Business Development

- Collaborate with the firm’s senior team members to support marketing and business development plans for their practice regions and specialties.
- In partnership with the firm’s Technology Associate, encourage the effective use of Salesforce by all firm members as a business development tracking tool.
- Work with consultants to develop tailored sales strategies for prospects, including monitoring the proposal-to-presentation process.

Leadership & Management

- Influence the direction of the firm by collaborating with the senior team, Directors, and regional and sector leaders to establish marketing goals and strategies.
- Lead, manage, develop, and mentor a team of two 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 marketing and communications team.
- Develop and oversee the marketing budget in partnership with service line Directors and regional leaders; manage outside vendors of marketing and communications services.
- On an ongoing basis, assess the effectiveness of various marketing and communications initiatives, and make any necessary adjustments to strategy.

Software as a Service

- Work with firm leadership to implement and refine a go-to-market strategy for Beam Insights.
- Manage the strategy and development of any sales and marketing collateral for Beam, 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

We are looking for amazing people who have diverse backgrounds and experiences, are inspired by our mission, and are highly motivated to change lives through meaningful work. The successful candidate will bring most of the following qualifications:

- Minimum of seven 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 and growing a talented team of early career professionals.
- Experience using and managing Salesforce or other CRM system, particularly as a tracking tool for the business development process.
- 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 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 and leverage the limited time resources of colleagues to advance marketing priorities.
- Superior writing and presentation skills. Prior experience implementing an inclusive approach to all marketing, communications, business development, and branding materials and initiatives.
- Capacity to see the big picture while managing details.
- Ability and willingness to travel as needed.
- A bachelor's degree or equivalent experience in a related discipline is required.

Due to COVID-19, we are working remotely at this time.

COMPENSATION

The salary range for this position is \$125,000 - \$145,000. Campbell & Company also offers a generous and comprehensive benefits package.



APPLICATION

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

Colleen Rogers
Senior Consultant, Executive Search
colleen.rogers@campbellcompany.com
(312) 896 – 8906

Applicants must be authorized to work for any employer in the US. We are unable to sponsor or take over sponsorship of an employment visa at this time.

Campbell & Company provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. 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. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

