



## PROPOSAL SPECIALIST

### 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

The Marketing and Communications team 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.

Reporting to the Director of Marketing and Communications, the Proposal Specialist will be primarily responsible for helping to support and implement business development strategy for the firm, managing the sales process to bring in new clients, and assist in the creation of marketing content and thought leadership. The Proposal Specialist will collaborate with the Director of Marketing and Communications to execute an internal communications strategy designed to build and sustain employee engagement and encourage open dialogue across the firm.

## RESPONSIBILITIES

### Business Development Strategy and Implementation

- 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.
- Work collaboratively with consultants to plan, develop, and write proposals for new business, providing full support and project management.
- Work collaboratively with 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.
- Maintain and update proposal and presentation development processes, helping to advise staff on developing these and other business development deliverables.
- Help to drive and shape the firm's business development strategy.
- Conduct and leverage internal and external research to strengthen sales collateral.
- Participate in business development meetings and other firm-wide activities, helping to plan and execute internal and external business development initiatives.
- Work with the Marketing and Communications team 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 Marketing and Communications team and select teams within the firm.

## 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.

## Marketing Content Strategy and Implementation

- Develop marketing and thought leadership materials, including one-pagers, articles, press releases, podcasts, and conference proposals.
- Pitch ideas for marketing content and contribute to marketing strategies.
- Provide editorial support for other members of the Marketing and Communications team.

## 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 have one to three years of work experience, preferably in a communications or business writing role. In addition, they will possess the following:

- Excellent oral and written communication ability.
- Demonstrated experience in business writing and copyediting.
- Good listener, able to quickly grasp concepts and ideas to be reflected in proposals and presentations.
- High attention to detail, especially with regard to proofreading.
- A team player with an outstanding ability to work with people at all levels, including senior executives.
- Highly collaborative work style and an open-minded attitude towards feedback.
- A passion for the nonprofit community. Knowledge of fundraising practices would be an advantage.
- 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.
- Bachelor's degree in related field (marketing, journalism, public relations, advertising) 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 \$45,000 - \$55,000. Campbell & Company also offers a generous and comprehensive benefits package.

## APPLICATION

Please send a cover letter and resume to: [proposalspecialist@campbellcompany.com](mailto:proposalspecialist@campbellcompany.com).

*NO PHONE CALLS PLEASE.*

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.*

