



DIRECTOR OF MARKETING

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 has offices in Chicago and Seattle with regional staff in the Midwest and along the East and West Coasts. 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 evolve to meet the nonprofit sector's changing needs and implement 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](#). We assemble versatile teams for every client engagement, working to address the challenges from every angle and crafting clear, integrated solutions.

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 change 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 engage with BIPOC-led nonprofits committed to racial equity work.

Learn more about Campbell & Company on our website: www.campbellcompany.com

OUR VALUES

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

OUR STAFF

- 38 Chicago & Midwest
- 14 Seattle & Northwest
- 8 East Region
- 2 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 to advance our position as a prominent consultancy to nonprofit organizations. This position has overall responsibility for managing the Campbell & Company brand, expanding the visibility of the firm through the creation of smart content, and overseeing events that position our firm as a thought leader. They will collaborate with the firm's leaders to develop and implement strategies that drive new business and steward relationships with past clients. This Director will also partner with the Executive Committee to develop and execute an internal communications plan to build and sustain employee engagement and encourage open dialogue across the firm.

Based in Campbell & Company's office in either Chicago or Seattle, 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 strategies, tactics, and goals for the firm. Peers to this position include Vice Presidents and the Directors of the Executive Search, Strategic Information Services, and Communications Consulting practices.

RESPONSIBILITIES

Brand Marketing

- Develop an annual marketing plan consistent with the goals and objectives of the firm's strategic plan. 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 development of the Campbell & Company content marketing strategy in line with the firm's brand and style guide, ensuring content is optimized for search, and tracking lead-to-conversion KPIs. Ensure that all content incorporates inclusive language in alignment with our commitment to DEIA.
- Enhance the firm's social media strategy and presence in the marketplace, including relationships with local, regional, and national press and trade publications.

Leadership & Management

- Influence the direction of the firm by collaborating with the Executive Committee, Directors, and regional and sector leaders to establish marketing goals and strategies; assess the effectiveness of marketing initiatives and make adjustments as necessary.
- Lead, manage, develop, and mentor a team of three 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 team.

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.

- Develop and oversee the marketing budget in partnership with their manager and the CFO; manage outside vendors of marketing services.

Thought Leadership

- Partner with consultants to 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.
- 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.

Internal Communications

- Assess and evaluate various modes of firm-wide communication and develop a plan to determine the appropriate cadence and processes for internal communications and knowledge sharing.
- Partner with firm leadership to ensure transparency across service lines, geographies, functions, and task forces to cultivate a positive firm culture and an engaged workforce.
- With the IT Coordinator, evaluate existing document management and knowledge sharing systems and develop a plan to improve functionality, accessibility, and ease of use.

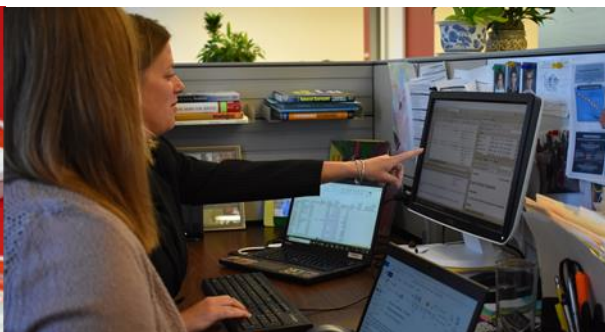
Business Development

- Collaborate with the firm's senior team members to support marketing and business development plans for regional and vertical markets practice regions and specialties.
- In partnership with the firm's IT Coordinator, encourage consistent and effective use of CRM software as a business development tracking tool and evaluate the firm's capacity to utilize data captured by CRM systems to better support business development activity.
- Work with consultants to develop tailored sales strategies for prospects, including overseeing the proposal-to-presentation process.

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 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 internal communications and business development.



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- Prior experience managing and growing a talented team of early career professionals.
- Digital marketing experience, including e-marketing and knowledge of SEO/SEM is mandatory. Proven experience developing marketing strategy for social media platforms.
- 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.
- 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; equal comfort with developing and executing a marketing strategy.
- Passion for the nonprofit sector; prior experience with nonprofit organizations is an advantage.
- 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.