



WINKLER GROUP
Redefining Fundraising Excellence

MARKETING EVENT COORDINATOR

Job Profile

The Winkler Group, a national capital campaign and strategic planning firm headquartered in Charleston, SC, is seeking a marketing events coordinator to join the sales and marketing team. The ideal candidate is highly motivated, organized, and energetic with exceptionally strong verbal and written communication skills. They must also possess an ability to manage projects, juggle deadlines, discern priorities, and serve as the Winkler Group representative in professional settings.

The marketing events coordinator will build the Winkler Group's presence at nonprofit conferences with the ultimate objective of generating qualified sales leads; they will also develop a robust schedule of educational webinars, workshops, and professional classes designed to extend the Winkler Group brand and expertise among the nonprofit field. As an important member of the sales team, the coordinator will help draft sales proposals.

The marketing events coordinator must personify the core values of the Winkler Group to our prospective and current clients and to our team and be passionate about providing exceptional service to our prospective and current clients and to our team. They must be willing to manage to the smallest details, while always understanding the big-picture vision of the firm.

This position reports to the Executive Vice President of the firm and works closely with every member of the Winkler Group team. Frequent travel is expected.

This is a salaried position that includes commission for generating and converting qualified sales leads into contracted engagements. Merit-based bonuses may also be provided at the discretion of the senior leadership team.

Primary responsibilities:

- In coordination with the EVP, implement a comprehensive conference marketing plan that includes identifying conferences with the greatest ROI to the firm. ROI is determined by qualified client leads generated before, during, and after each conference.
- Develop sponsorship, speaking, and exhibitor opportunities, and manage all tasks associated with each opportunity.
- Manage pre- and post-conference outreach, lead generation, contact with potential clients, and follow up.
- Follow and nurture leads through email marketing.
- Plan, organize, and execute all conference logistics including speaking details, team member participation, and booth display. Serve as the point of contact for all events.

- Promote WG participation in conferences on social media to generate on-site meetings.
- Represent the firm during all conferences in the Winkler Group booth; engage with participants to generate client leads and email subscribers.
- Plan, develop, and market a robust schedule of webinars designed to generate qualified client leads and advance the firm's reputation as thought leaders.
- Plan, develop, and market workshops and multi-day courses in partnership with conferences and professional nonprofit organizations/associations. Coordinate all logistics associated with the workshops and courses.
- Develop and coordinate collateral materials and booth displays for conferences and all marketing events.
- Evaluate success of each marketing opportunity by identifying metrics and regularly reporting on the results of efforts.
- Prepare sales proposals in response to RFPs and generated leads.

Qualifications

- B.A. in communications, marketing, nonprofit management or other related major desired.
- 2+ years of experience in nonprofit fundraising or advancement or related field.
- Desire to be a servant leader.
- Detail and schedule oriented, accountable, professional and flexible.
- Self-motivated and resourceful with proven ability to multi-task and operate successfully under tight deadline.
- Excellent interpersonal skills.
- Ability to convey trust and confidence among potential clients.
- Knowledge of email marketing CRM platforms.
- Ability to use social media platforms to drive interest.
- Strong interpersonal, verbal and written communication skills.
- Take pride in work, no matter how small the task.
- Ability to work independently on tasks, yet still be a team player within the department.
- Attitude of optimism, flexibility, and willingness to solve problems.
- Reside in the Charleston, SC, area. No relocation expenses are offered as part of this position.

About the Winkler Group

Headquartered in Charleston, SC, the Winkler Group is a national full-service fundraising firm that specializes in customized capital campaigns and strategic planning. Through our servant leadership model, Winkler Group clients achieve an average of 117% of capital campaign goals. The firm is in its 17th year and is today one of the most respected firms of its kind in the country.

With degrees from schools such as Duke, Wofford, Wheaton, and William and Mary, and experience as CEOs, vice presidents of advancement, chief development officers, directors of development, and major gift officers, our consulting team represents the best and the brightest in the profession.

The Winkler Group serves leading academic institutions, national and international charities, civic and human service organizations, hospitals, as well as cultural organizations. We embrace these core values:

- Humbly confident
- Collaborative partner
- Dedicated to excellence
- Exceedingly grateful
- Solutions driven
- Committed to success