



Marketing and Business Development Coordinator

Starting Salary Range: \$60,000 - \$75,000

Remote; Must reside in Virginia, Georgia, or Texas.

Berkley Group is seeking a detail-oriented Marketing and Business Development Coordinator to join our team. If you enjoy creating identifying new business opportunities and building strong client relationships, you'll find this role offers meaningful work, collaborative teamwork, and opportunities to grow your career while making a measurable impact on the organization's success.

ABOUT THE ROLE

The Marketing and Business Development Coordinator will help support the firm's growth by coordinating proposals, creating marketing materials, researching business opportunities, and building relationships with public-sector clients and partners. This role manages proposal development, business development activities, conference participation, and client outreach while ensuring all communications align with the firm's branding and quality standards. The position requires strong writing, organization, and relationship-building skills, with the ability to work independently in a remote environment. You'll work closely with the Chief Operating Officer.

ESSENTIAL RESPONSIBILITIES

- Research prospective clients, market trends, competitors, and business development opportunities across the public sector
- Monitor procurement websites, professional associations, and industry sources for requests for proposals, requests for qualifications, and other opportunities
- Coordinate and produce high-quality, compliant proposals, statements of qualifications, presentations, and marketing materials
- Manage proposal schedules, submission requirements, internal reviews, and deadlines
- Collaborate with team members and external partners to gather, organize, edit, and refine proposal and marketing content
- Maintain the firm's marketing and proposal library, including project descriptions, staff résumés, standard language, graphics, and prior submissions
- Support business development outreach, prospective-client follow-up, and relationship-building activities under the direction of firm leadership
- Assist with preparing for client and prospective-client meetings, presentations, interviews, and service discussions

- Represent Berkley Group at conferences, professional association meetings, networking events, and other industry activities
- Coordinate conference participation, sponsorships, promotional materials, and post-event follow-up
- Track client contacts, prospective opportunities, outreach activities, and next steps in the firm's designated systems
- Ensure proposals, marketing materials, and final deliverables reflect Berkley Group's branding, messaging, and quality standards, and
- Perform other related responsibilities as assigned

KNOWLEDGE

- Ability to develop persuasive, technical, informational, and client-focused content
- Strong organizational and project coordination skills, with the ability to manage multiple deadlines
- Proficiency in Microsoft Office, including Word, PowerPoint, Excel, Outlook, and Teams

SKILLS

- Exceptional writing, editing, and proofreading skills
- Strong interpersonal and relationship-building skills
- Confidence representing Berkley Group at conferences, meetings, and networking events
- Experience with Adobe Creative Suite, particularly Adobe InDesign, is preferred
- Experience with customer relationship management, proposal management, or marketing database systems preferred

ABILITIES

- Initiative, sound judgment, and professionalism
- Ability to work independently in a remote environment while collaborating effectively with a distributed team
- Strong attention to detail and commitment to accuracy and quality
- Comfort initiating professional conversations and conducting follow-up outreach

EDUCATION & EXPERIENCE

Bachelor's degree in marketing, communications, English, business, or a related field. At least three (3) years of experience researching, writing, coordinating, and producing business proposals, presentations, or related marketing material is required. Experience in professional services, consulting, government contracting, business development, or the public sector preferred.

Berkley Group offers health and dental insurance, 401(k) plan, HSA Account, Paid Time Off, and paid holidays.

HOW TO APPLY

Submit a cover letter, resume, and three professional work samples demonstrating your writing, proposal development, marketing, or presentation skills to Jenelle Richards at Jenelle.richards@bgllc.net. Please submit existing work products. Applicants are not expected to create new materials specifically for this application. This position is open until filled.

Berkley Group is an Equal Opportunity Employer.