



MARKETING AND BUSINESS DEVELOPMENT COORDINATOR

Part-time, contractor

Allee Creative is an omnichannel marketing agency specializing in content strategy, content creation, competitive analysis and digital audits. Throughout our 18 years in business, we've served clients in the B2B, professional services, healthcare, education and nonprofit industries. Our work has been seen in over 15 countries, from Fortune 500s to start-ups.

We are looking for a **part-time, contracted marketing and business development coordinator** to support our internal marketing initiatives and business growth.

About the role

This position is ideal for a detail-oriented, proactive professional with experience in marketing coordination, project management and business development. You'll play a key role in helping us secure new business opportunities, manage portions of our internal marketing efforts and support proposal creation.

Responsibilities

- Research and identify new business opportunities including RFPs, potential client leads and speaking engagements
- Assist in writing, formatting and submitting new client proposals and speaking engagement applications
- Assist in the management of our marketing initiatives including social media content scheduling, email marketing coordination and general marketing tasks and communications
- Oversee and maintain business development tracking systems utilizing our current CRM and project management tools
- Assist in administrative tasks related to client outreach, follow-ups and scheduling
- Support project management by tracking deadlines and deliverables related to proposals, marketing campaigns and outreach efforts



- Conduct initial research on prospective clients, competitors and industry trends

Ideal candidate

- 2-3 years of experience in marketing coordination, business development or project management
- Experience with lead generation and outreach strategies
- Ability to analyze potential client needs and align services accordingly
- Strong writing and communication skills
- Ability to manage multiple deadlines and stay organized in a fast-paced environment
- Familiarity with tools like Google Workspace, project management software (e.g., Asana, Trello), CRM systems, RFP processes, and email marketing tools
- Ability to streamline internal processes and workflows
- Self-starter who is proactive, can take initiative and work independently
- Adaptable – able to shift between marketing, business development and administrative tasks as needed

Preferred skills, but not required

- Experience in an agency setting
- Basic understanding of website management (e.g. WordPress)
- Familiarity with Adobe Creative Suite or similar design tools
- Understanding of SEO best practices and digital marketing analytics

Position details

- Contract role (1099)
- Part-time (estimated 30 hours per month to start with growth potential)
- Hourly rate: \$28 - \$32/hour (based on experience)
- Remote position (preference is Twin Cities metro for occasional in-person meetings)

If you are an organized, strategic thinker who loves working in a small team environment, we'd love to hear from you! Apply online at alleecreative.com or email hello@alleecreative.com.