



<https://excelnearshore.com/job/sales-and-marketing-coordinator/>

## Sales and Marketing Coordinator

### Description

**Excel Nearshore** is looking for a **Sales & Marketing Coordinator** who will own the content creation, event coordination, and sales enablement activity that supports our relationship-driven sales process. This is a hands-on, executional role for someone who writes well, is highly organized, and knows how to use AI tools to produce high-quality output efficiently. The CRM and account infrastructure will already be in place — your job is to fuel the sales process with compelling content, well-run events, and professional materials that make our team more effective in every conversation.

We expect this person to use AI tools (Claude, ChatGPT, or equivalent) as a core part of how they work —for drafting content, building event materials, and accelerating every repeatable task. There is no reason to create things from scratch. Leverage is the expectation.

### Responsibilities

- **Thought Leadership & Credibility Content (Primary)**
  - Produce one sales-aligned content piece per month: client case studies, market points-of-view, LinkedIn articles, or event recaps — drafted with AI tools and refined for executive-level quality.
  - Build and maintain a library of 3–5 strong client case studies with specific, measurable outcomes (headcount scaled, time-to-fill, cost impact) that the sales team can use in every conversation.
  - Ghostwrite LinkedIn posts and short-form content on behalf of sales leaders to maintain a consistent and credible market presence.
  - Keep the Excel Nearshore website current: service descriptions, case studies, team bios, and client wins.
- **Client & Prospect Event Coordination (Primary)**
  - Coordinate a regular cadence of client and prospect events — working toward a monthly rhythm across formats that fit our culture and relationships (breakfasts, informal networking, pickleball events, and attendance at partner or industry gatherings).
  - Manage event logistics end-to-end: coordination, invitations, communications, and post-event follow-up within 48 hours to route engaged contacts back to the sales team.
  - Build and maintain a rolling event calendar, identifying the right mix of hosted versus attended events to keep Excel Nearshore consistently visible with the right people.
  - Research and identify relevant third-party events, organizations, and community gatherings worth attending or sponsoring to expand our presence with target audiences.
- **Sales Enablement Materials (Primary)**
  - Create and maintain a core sales collateral library: capability decks, service one-pagers, proposal templates, and FAQ documents — always current, always professional.
  - Build outreach templates, follow-up sequences, and conversation starters tailored to different buyer personas and service lines.

### Hiring organization

Excel Nearshore

### Employment Type

Full-time

### Beginning of employment

ASAP

### Duration of employment

Indefinite

### Industry

Technology

### Job Location

Minneapolis, Minnesota, United States

### Date posted

March 10, 2026

- Support the sales team with pre-meeting preparation: company briefs, relevant content to share, and talking points for specific prospects and accounts.
- Ensure all materials reflect current service offerings, delivery model, and client wins.
- **CRM & Pipeline Support (Supporting)**
  - Log event attendance, content engagement, and follow-up activity in the CRM to maintain an accurate picture of account relationships.
  - Assist with keeping contact records and account notes current following events and outreach activity.
  - Support sales leadership with the weekly pipeline report by ensuring activity data is accurately captured.

## How Success Is Measured

- **Thought leadership content pieces:** 1 per month, actively used by sales team in conversations.
- **Client case studies built:** 3 strong stories with measurable outcomes by Q3.
- **Quarterly events executed:** Working toward monthly cadence; consistent 48hr follow-up on every event.
- **Meetings generated from events:** At least 1–2 qualified follow-on conversations per event.
- **Sales collateral currency:** All materials current and in active use by the sales team.
- **LinkedIn content published:** 2–4 posts per month on behalf of sales leaders.

## Growth Path (18 – 24 Months)

This role is designed for someone who wants to grow. Based on your strengths and business needs, there are two natural trajectories:

- **Business Development:** If you demonstrate strong relationship instincts and commercial curiosity, you'll move into a client-facing BD role — owning accounts, attending executive meetings, and building your own pipeline. You'll have a meaningful inside advantage because you'll already know our services, our market, and our target accounts deeply.
- **Marketing Leadership:** If you demonstrate exceptional strategic thinking and content impact, you'll grow into a Marketing Manager or Revenue Marketing lead — owning the full growth content and events function as the company scales toward 5M and beyond.

## Requirements

- 2+ years of experience in a role requiring strong writing, content production, or event coordination in a B2B environment.
- Genuinely AI-literate: you use Claude, ChatGPT, or equivalent tools daily and know how to produce high-quality output efficiently — no starting from scratch.
- Exceptional writing skills: able to produce polished, concise, executive-quality content that a senior sales leader would be proud to put their name on
- Strong project management and event coordination skills: you run things on time, close loops, and don't let details fall through the cracks
- Comfortable working directly with senior leaders and calibrating content and tone to an executive audience

- Self-directed with high follow-through — this role requires ownership, not task execution
- Initiate and manage Salesforce email campaigns.

### **Preferred Qualifications**

- Experience in IT services, staffing, managed services, consulting, or B2B professional services
- Familiarity with CRM platforms (HubSpot, Zoho, Salesforce, or similar)
- Experience ghostwriting or producing content on behalf of executives or sales leaders
- Background in event planning or executive program coordination
- Genuine curiosity about business and technology — you enjoy learning what makes your clients' businesses tick and translating that into compelling content.

### **Contacts**

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