



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

Sales and Marketing Coordinator

Description

Excel Nearshore is looking for a **Sales & Marketing Coordinator** to 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 with real energy and enthusiasm for sales and marketing — someone who loves getting out from behind a desk, showing up at events, and representing Excel Nearshore with excitement. You don't need to be a natural writer if you're organized and know how to use AI tools to turn a rough idea into high-quality content efficiently. The CRM and account infrastructure is already 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, including drafting content, building event materials, and accelerating repeatable tasks.

Location: White Bear Lake, MN (5 days per week in office)

Reports to: Chief Operating Officer

Works closely with: People & Culture Coordinator and VP of Operations

Growth Path: Business Development or Marketing Leadership (18 – 24 months)

Why Excel Nearshore

- Real ownership from day one. The content and events you produce will directly support our most important client relationships and deals.
- Direct exposure to senior leaders and executive-level conversations, accelerating your growth faster than most roles at this career stage.
- An established business (founded 2006) with a proven delivery model and a clear growth trajectory.
- We actively encourage AI tool usage and expect you to work smarter, not just harder.
- A lean, collaborative team where your contributions are visible and your voice is heard.

Responsibilities

- **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 visible

Hiring organization

Excel Nearshore

Employment Type

Full-time

Beginning of employment

ASAP

Duration of employment

Indefinite

Industry

Technology

Job Location

White Bear Lake, Minnesota, United States

Date posted

August 27, 2026

with clients and prospective clients.

- Research and identify relevant third-party events, partner organizations, and community gatherings worth attending or sponsoring to expand our presence with target audiences.
- **Content & Sales Enablement (Primary):**
 - Produce one sales-aligned content piece per month: client case studies, market points-of-view, LinkedIn articles, or event recaps.
 - 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.
 - Write LinkedIn posts and short-form content on behalf of leaders to maintain a consistent and credible market presence.
 - Keep the Excel Nearshore website current: service descriptions, case studies, team bios, and client wins.
 - Create and maintain sales material: capability decks, service one-pagers, proposal templates, and FAQ documents.
 - 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:

- **Promote and attend networking events:** 3 industry events per month plus 1 Excel Nearshore client/prospect event per quarter.
- **Client case studies built:** 3 strong stories with measurable outcomes by Q3.
- **Thought leadership content pieces:** 1 per month, actively used by sales team in conversations.
- **Meetings generated from events:** At least 1–2 qualified follow-on conversations per event.
- **Sales collateral published:** All materials current and in active use by the sales team.
- **LinkedIn content published:** 1-2 posts per month on behalf of company/leaders.

Qualifications

- Genuine energy and enthusiasm for sales, marketing, and events: Be excited to get out from behind a desk, represent Excel Nearshore in person, and be the reason people show up and keep coming back.
- 2–10 years of experience in a role requiring event coordination, sales support, or marketing in a B2B environment.
- Technically literate. Use Claude, ChatGPT, or equivalent tools daily and know how to produce high-quality output efficiently. Know the difference between helpdesk support and application development.
- Solid writing and editing instincts: you don't need to be a natural writer, but you know how to put content together to capture attention.
- Strong project management and event coordination skills: you make sure

others know what's coming up, when to show up, and coordinate details.

- Self-directed with good follow-through. This role requires ownership of events and task execution.
- Willing to learn our Salesforce CRM to log activities and extract reports. We have Salesforce admins and developers available to support you.

Preferred Qualifications

- Background in event planning or executive program coordination.
- Experience in IT services, staffing, managed services, consulting, or B2B professional services.
- Prior hands-on experience with Salesforce or another CRM platform.
- Experience producing content on behalf of a company or company leaders.
- Genuine curiosity about business and technology. If you enjoy learning what makes our clients' businesses excel and can translate that into compelling content, you'll do great.

Contacts

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