McAllister & Quinn
Higher Education Business Development and Communications Analyst

About McAllister & Quinn

McAllister & Quinn is a federal grants and government relations consulting firm headquartered in Washington, D.C. We offer our 200+ clients a unique blend of comprehensive grant consulting, strategic advising, and government relations services. Specifically, McAllister & Quinn provides our clients with the knowledge and skills to seek federal and private foundation grant opportunities that strategically fit their organization's priorities. We support our client's efforts in crafting competitive applications; developing or increasing funding streams through the congressional appropriations process; and facilitating public-private and international partnerships that further their mission.

We are committed to securing funds for our clients that are transformational for the organizations who are awarded them, the people who work at these organizations every day, and the communities that surround them. The social impact of our work drives us daily to succeed in securing funding for our industry clients and is a major component of why we do what we do. We know that our success leads to better outcomes, changed lives, and a more equitable society for generations to come.

Job Summary

The Higher Education Business Development and Communications Analyst (Analyst) will support the firm's higher education practice and its efforts to expand its client base, maintain its customer relationship management systems, and implement business development strategies developed by the Business Development Manager and the Senior Leadership of the practice. The Analyst will report to and work in tandem with the Business Development Manager (BD Manager) to coordinate efficiently with practice-wide and firm-wide resources.

Primary Duties and Responsibilities:

- Work with BD Manager to implement annual content calendar, utilizing channels such as LinkedIn, company website, newsletters, email (Pardot) campaigns, social media, webinars, and conferences. The Analyst will provide support in adhering to strategic goals, executing on content deliverables, tracking marketing metrics, and reporting results to practice leadership.
- Assist BD Manager with business development and Salesforce database support, including client and potential client data and contact updates.
- Track business development events, including conferences, webinars, and pertinent or local higher education leadership gatherings.
- Collaborate with the BD Manager and the firm's Technology and Data Analyst to develop and maintain Higher Education practice-specific Salesforce dashboards for senior leadership, develop best practices for Salesforce contact updates and maintenance, and create customized Salesforce reports for tracking and marketing purposes. Develop accurate contact and target lists and ensure proper integration into Salesforce.
- Support BD Manager with analysis reports to assess effectiveness of various marketing campaigns and functions.
- Provide support to BD Manager with business development logistics and preparation for practice leadership.
- Support the development and refinement of marketing materials.

- Coordinate business development webinars, including contact list generation, support for content and presentation development, coordination of pre- and post-webinar logistics, and technical assistance for presenters.
- Conduct research and develop background materials for higher education leadership for business development purposes.
- Manage business development content and resources (documents and data) in the practice's shared files.
- Liaise and collaborate with client service research analysts in the practice to inform business development content and strategy.
- Participate in special projects as needed and performs other duties as assigned.

Candidate Qualifications

- Strong verbal communication skills, aptitude for managing up to senior staff
- Excellent writing / editing skills; experience drafting website and social media content a plus
- Impeccable attention to detail / organizational skills
- Strong proficiency in Microsoft Office suite, especially Excel and PowerPoint or Prezi
- Experience with Adobe Creative Suite, Canva, and graphic design is preferred but not necessary
- Ability to synthesize and accurately summarize lengthy and often complex materials
- Positive attitude and self-motivated to learn new information and skills
- Ability to effectively juggle multiple projects and operate in a deadline-driven environment
- Ability to act with integrity, professionalism, and confidentiality.
- Superior candidates will have familiarity with CRM or mass-marketing software (Salesforce), data analysis, including Google Analytics, and/or data visualization
- Interest or experience in Higher Education industry a plus
- Minimum of bachelor's degree in relevant / related field

Compensation and Benefits

- Normal work hours are 8:30 am through 5:30 pm Monday through Friday EST.
- Location: in-office (Washington, D.C.), hybrid
- Competitive 401(k), healthcare, dental, long-term disability, dependent care FSA, HSA/FSA, and transit benefits.
- Salary Range: $53,000 - $64,000, salary commensurate with experience. Bonus eligible after one year of continuous service.
- Unlimited and flexible vacation and leave policies.

At McAllister & Quinn, we're challenging the status quo with the power of diversity, inclusion, and collaboration. When we connect different perspectives, we open ourselves to new possibilities, inspire innovation, and allow us to achieve the full potential of our people. We're building an employee experience & engagement that includes appreciation, belonging, growth, and purpose for everyone in our team.

Application Instructions

Please submit a cover letter that speaks to your qualifications and experience as they pertain to the position, as well as a current resume in a single PDF file to MQ Careers at recruiting@jm-aq.com.