



position overview

Position: Business Development for Orange Thread LIVE
Job Type: Full Time
Location: Nashville, TN
Department: Live Events
Reports To: Owner

purpose statement

Develop long-term and profitable relationships for the purpose of revenue growth of Orange Thread LIVE.

job description

This full time position is responsible for locating and leading the initiatives of sales, business development and relational partnerships as it pertains to maintaining, acquiring and identifying existing and new revenue opportunities for the services performed by Orange Thread LIVE. Candidate must demonstrate the ability to work well with a team who desires to put the needs of our clients first, provide consistent world-class service, and be a part of developing cost-effective solutions that exceed expectations. As a member of the Orange Thread LIVE team, typical tasks may include (but will not be limited to):

- Grow business revenue by identifying, initiating and selling clients on the services offered by brand.
- Qualify, prepare and submit sales quotes to prospective clients.
- Lead the initiative of networking and connecting with individuals in the marketplace through associations, groups and meet-up's (including ILEA, MPI, CVC, and other related associations) for the benefit of the brand's business growth and exposure.
- Research and execute opportunities for RFP's (Request for Proposals) and RFB's (Request for Bid) from corporate event planners, meeting associations, destination management companies, corporate clients or prospects through various networking and business related relationships.
- Prioritize marketing initiatives for the Orange Thread LIVE products and services through the practices of Content Marketing, StoryBrand, Inbound Marketing and other company endorsed marketing initiatives.

key requirements

- Incredible work ethic with a driven, "make-it-happen" personality.
- Very good organizational and time management skills (to provide accurate and timely quotes to leads).
- Exceptional relational skills and ability to strike up a conversation with anyone.
- Highly motivated to sell, research, nurture and close a deal.
- Ability to self-manage and operate within a somewhat independent process.
- Proficient knowledge of the Mac/Apple operating system and basic applications.
- Ability to learn new technology and software with ease and independence.
- (Preferred but not required) Knowledge of the key components of live event production equipment.

company overview

- Company Size: 5 Full-Time Employees, 1 Part Time Employee (and occasional interns).
- Office Located in Nashville, TN (Hillsboro Village)
- Office style: Open space
- Company provides PTO in addition to 23 paid company holidays.
- Position offers partial healthcare reimbursement and cell-phone reimbursement in addition to compensation.
- Position covers workers compensation insurance in addition to compensation.