

**Description:** Director of Sales and Marketing

**Summary :** The Director of Sales and Marketing will drive new client acquisition and business development in B-line's core areas of service: out-of-home advertising and promotions, urban warehousing and fulfillment, and last-mile delivery. This leadership team member will have a secondary responsibility for marketing that enhances B-line's brand and market position with a diverse set of stakeholders. In collaboration with the CEO, the leadership team, and all stakeholders, the Director of Sales and Marketing will continue to build a culture of Justice, Equity, Diversity, and Inclusion as they enact B-line's mission of creating a more livable community for all.

**Who we are:** Founded in 2009, B-line is a certified B Corporation, uniquely positioned by our service offerings which include transportation logistics, warehousing, advertising, and brand marketing on our cargo trikes. B-line serves a diverse set of customers, ranging from local and national companies' who advertise with us to delivery partners in office supply, dry goods, perishable goods, produce, and baked goods. Currently operating in Portland, Oregon, B-line is well-situated for regional and national expansion.

**Sales Duties: (Primary responsibility)**

- Develop and spearhead strategy around new business and client acquisition, as well as implement relevant sales tactics to support the execution of the plan.
- Prospect for and sell applicable B-line services to new, existing, and previous clients.
- Supervise, manage, and support the work of B-line associates, account managers, and operations team as it relates to the sale of new and existing customers.
- Ensure the effective transition of new sales acquisitions to daily operations and accounting practices.
- Provide customer service as needed for all clients, particularly advertising and promotional partners.
- Engage and support operations and rider team members in activities/customer service that support sales.

- Use a CRM to track sales-related activities and maintain up-to-date information on the status of leads.
- Prepare monthly summaries of sales activities for B-line leadership.
- Create sales revenue/expense forecast for annual budgets: Calculate past YOY variance and reference sales pipeline to project future sales prospects and their corresponding monthly revenue in Excel format.
- Via networking and other public engagements, maintain a community presence and build relationships with an eye to future sales.

**Marketing Duties (secondary responsibility):**

- Retain and enhance brand awareness and implement relevant marketing tactics to support sales, recruitment, and stakeholder engagement.
- Creatively manage marketing budget with an eye for lasting impact.
- Solicit and manage third-party consultants in the marketing arena as necessary.
- Oversee social media presence and owned media such as website/newsletter.
- Solicit opportunities for earned media as appropriate.
- Oversee production of marketing materials detailing B-line's services.
- Support strategic partnerships by providing written/visual content to collaborators as needed.
- Seek out and participate in opportunities for B-line to have a public presence (such as speaking engagements), on behalf of the company and the B Corp movement.
- Prepare quarterly summaries of marketing activities for B-line leadership.

**Other Duties:**

- Contribute actively and positively to building a productive, fun, and rewarding company culture that embraces Justice, Equity, Diversity, and Inclusion.
- Provide input as part of the B-line leadership team with regards to company direction, strategy, and culture.
- Learn about the B Corp movement and be an ambassador for that movement in the greater community.

- In collaboration with the leadership team, actively seek ways to improve B-Corp score as an expression of B-line's mission and values.

### **Desired Skills and Qualifications:**

This is an exciting leadership role in a company poised to scale. As such, B-line is seeking a dynamic individual that has excellent organization and communication skills and a strong desire to work within a company committed to utilizing business as a force for good. An ability to develop innovative approaches to sales and marketing while also being results driven is highly desired. A willingness to be a key voice for B-line and to attend day time, evening, and occasional weekend networking or community events is required. Direct sales experience within at least one of B-line's core service offerings is preferred. Excellence in the spoken and written word and proficiency with computers, specifically with CRM/Sales software (and Pipeline in particular), Quickbooks, and Excel is necessary and experience with design platforms (Adobe, Wordpress, etc.) is a plus. Self-starters with excellent time management who can work well with and manage a wide range of people and priorities will thrive. Passion for the art of the story, for building something greater than oneself, and for making our community more livable for all is a must.

Compensation for this role will be a base salary range of \$45,000 - \$60,000 per year plus commissions earned on advertising sales. The compensation range is dependent on direct experience in sales and will be scaled to match performance. Additional company sponsored benefits are not currently offered.

To apply, forward a cover letter and resume to: [jobs@b-linepdx.com](mailto:jobs@b-linepdx.com) with B-line Sales & Marketing Director in the subject line. Phone calls politely declined.