

Position Description



Sales and Marketing Associate – Kansas City, Missouri (at Riverside HQ)

Join [Orange EV](#), a young, fast-growing manufacturer that's quickly become an industry leader. Orange EV's T-Series pure-electric terminal truck is the first commercially deployed heavy-duty (Class 8) electric truck of its type, doing the same job as diesels while eliminating the diesel fuel and emissions. The EV market is poised to expand dramatically and Orange EV is ahead of the curve with trucks deployed from California to New York, and 75% of customers re-ordering within 6 months. As Orange EV grows, early team members will be favorably positioned to grow into higher levels of responsibility.

Position Summary

We are searching for an experienced professional to join the commercial operations team supporting sales and marketing functions. This position reports directly to the chief commercial officer. Knowledge of the logistics, supply chain or trucking industry is beneficial but not required. Areas of responsibility:

Sales Administration and Support of Opportunity Pursuits

- Interact with prospects, customers & other relationships on behalf of the commercial ops team
- Support specific sales opportunities as needed. Examples: generate quotes and cost-benefit analysis for specific opportunities; ensure continued progress on targeted accounts and opportunities
- Ensure complete customer records and information
- Assist with travel planning and logistics

Communications Management

- Manage document library. Prepare/upload materials to online libraries, website, social media sites
- Write original copy and develop market-ready documents (e.g. articles, press releases, literature)
- Help develop and execute media plans and communications
- Help plan and manage customer-facing events, trade shows and exhibitions

CRM and Campaign Administration

- Help setup and manage customer relationship management (CRM). Firm will move to a commercial system that integrates and automates CRM, sales process and email marketing
- Serve as day-to-day administrator of the resulting integrated CRM system. This will include all aspects of list definition, management, segmentation, hygiene, etc.
- Define and run periodic reports. Analyze and recommend actions based on information presented
- Help develop and lead sales and marketing campaigns for both lead generation and growth

Position Qualifications

- Familiarity with customer relationship management (CRM) systems for sales funnel management
- Relevant sales, marketing and communications experience
- Strong written and verbal communications skills, including comfort communicating over the phone
- Proficiency with Microsoft Office (PowerPoint, Excel, Word)
- Action orientation with demonstrated ability to define, set and meet targets
- Bachelors' degree or equivalent experience

Compensation & Benefits

- Salary, paid twice monthly
- Health insurance allowance
- Paid vacation in line with current HR policies

We appreciate your suggestions or referrals to professionals who may have an interest in this outstanding opportunity. Please direct all inquiries and resumes to: careers@orangeev.com.