



Business Development and Proposal Coordinator

www.redstoneagency.ca | www.redstoneevents.com

Who we are:

Redstone is made up of dedicated, intelligent, and hard-working individuals. We are a tech-savvy, digital-obsessed, and a Millennial-run agency striving to make a positive IMPACT on the event and association industry. We believe in establishing and maintaining TRUST with our team members and our clients. We strive to achieve 'the best possible', rejecting what is 'simply acceptable' in our mission to go the EXTRA MILE in everything we do.

At Redstone, we recognize that an organization's success is completely dependent on the PEOPLE within it; that's why we choose to only work with the very best. As a team, we work hard, are client-focused, and like to have fun. Enhancing our culture and the employee experience is a top priority at Redstone, so we value career growth and development by investing in you.

What we do:

We are an agency focused on delivering outsourced professional services to professional and trade associations. These services include membership management (retention and acquisition), board of director support, committee administration, sponsorship management, financial management, marketing, social and communications services, digital and hybrid event management, in-person event management, and so much more!

Our mission is to drive growth in our clients' organizations, make a positive impact in their communities, and make the volunteer experience enjoyable for everyone we work with. Customer service is our passion.

Redstone Life:

Our office is located in midtown Toronto, with a flexible approach to hybrid and remote work, depending on the requirements of your role. We're a full-service boutique agency with a growing team, which means you will work hard, have a lot of responsibility, you'll be challenged daily, and you'll work side-by-side with the senior leadership as you learn and grow within our company. We have a flexible hours policy – you work when you are most productive and we understand the need to have a work-life blend, because we have that need too.

Who you are:

- You are aligned with Redstone's mission and core values
- You have a university or college degree in Business, Marketing, Communications, or another related program
- You have 1-3 years of relevant, full-time marketing/sales experience, proposal/grant writing experience and/or business administration experience
- You have working knowledge of marketing (traditional and digital) and communications principles and best practices including strategy development and analytics
- You are willing and able to be flexible with your work schedule, working alongside the CEO of Redstone on all development initiatives
- You are a self-starter and take initiative, work without supervision, and begin projects independently (even while working in a virtual team environment) and can see them through to completion
- You can juggle priorities and adapt in a busy, changing environment, managing multiple projects at once, and adhering to strict deadlines
- You have strong interpersonal skills, confidence, poise, integrity, and professionalism



- You have excellent verbal and written communication skills, organizational skills, time management, and must be detail and process oriented to be successful in this role
- You have a growth mindset, thrive on challenges, and see failure as a springboard for growth and for stretching our existing abilities
- You see changes in direction as opportunities, not roadblocks and remain agile to adapt and change course
- You are proficient with MS Word, Excel and PowerPoint and capable of creating visually compelling presentations

Considered an asset:

- Experience working in an Agency environment, and/or in the events and association management industry
- You have an eye for superior design and are comfortable using Canva, Adobe Creative Suite or other similar design tools
- Experience with customer relationship management (CRM) systems such as HubSpot and proposal development software such as PandaDoc
- Bilingual in English / French

What you'll do:

Business Development

- Report directly to Redstone's CEO
- Support the CEO and business development representatives (BDR's) with proposal development, and pitch presentation creation, with the goal of "selling" Redstone's services
- Contribute to a high volume of proposals with direction from the CEO and/or other BDR's
- Respond to the most complex incoming Request for Proposals (RFPs) for new client acquisition
- Compose custom and tailored content for proposals to perform/provide a solution on behalf of client in clear, concise, and compelling language (or work cross-departmentally to obtain the content that is required)
- Keep the sales team on track with deadlines for submitting 'intent to submit' notices, questions, proposals, etc.
- Take a lead role in streamlining the proposal development process, serving as the central hub for all proposal content, creative assets, etc. Looking for someone that keeps things moving/on track in an organized way and improves the productivity of the sales and marketing department
- Become an expert in Redstone's service offerings (training to be provided)
- Respond to incoming (inbound marketing) opportunities (via HubSpot) in a timely and accurate manner. Ask the right questions to identify the prospects' needs
- Save, file and/or archive sales/marketing assets so that they can be retrieved quickly and efficiently
- Some manual data management may be required including updating CRM (HubSpot), pulling reports, analyzing information to provide updates to the CEO and the President
- Identify and/or research business development opportunities
- Other development tasks or initiatives as needed

Marketing

- Ongoing quarterly research on industry conferences and events to determine where presence would be strategic and make business sense.
- Work cross-departmentally to collect/procure sales assets such as case studies, project outcomes and other items needed to develop impactful and proposals
- Work with the marketing team to coordinate sales assets required to "sell" Redstone's services at in person and online events (swag, sell sheets, other marketing collateral)

Base salary range: \$45,000 - \$60,000 based on experience



Application Instructions:

Please email your resume and cover letter to Ryenn Cadesky at hr@redstoneagency.ca with the title of this role in the subject line.

Due to the volume of applications, only successful applicants will be contacted with next steps.