



## Job Description for Sales & Outreach Manager

### About Kimone's Cake Art Studio

Kimone's Cake Art Studio was established in 2019 from our love for creating edible art. What began as a hobby grew into a custom cake business and now we focus on premium dessert experiences. We create moments that bring people together, through our mobile Luxe Dessert Bar, hands-on classes, curated dessert displays, and branded corporate gifts. We've been featured in Essence magazine, on TV via the Black News Channel and even earned 1st Place recognition at the Coffee, Chocolate & Culture event in Miramar. Now we're building a team to help us continue to deliver beautiful displays, memorable classes, and reliable event service across South Florida.

### Who We Are Looking For

We're seeking a Sales & Outreach Manager who thrives on building relationships, connecting with new audiences, and bringing high-value opportunities into the business. In this role, you'll represent our brand at networking events, corporate gatherings, industry functions, and community spaces serving as the bridge between potential clients and the dessert experiences we offer.

You'll be responsible for generating leads, nurturing referrals, following up with prospects, and guiding inquiries through the full sales cycle. Your communication style should be warm, confident, and polished, with the ability to speak comfortably to executives, corporate planners, venue coordinators, and event professionals.

This is a structured yet creative role; ideal for someone who enjoys combining strategy with hands-on outreach. If you're proactive, results-driven, and comfortable stepping into spaces where you can build connections, this role will allow you to make a meaningful contribution to the growth of the company.

### What Your Responsibilities Will Include

#### **Client Acquisition & Lead Generation**

- Identify and pursue new business opportunities through networking, outreach, and strategic connections.
- Build and maintain a pipeline of corporate clients, event planners, and key decision-makers.
- Reach out to potential clients through email, calls, LinkedIn, and in-person networking.

- Qualify inquiries and gather detailed information to understand each client's needs.

### **Sales Cycle Management**

- Manage the entire sales process as a contractor—from initial contact through proposal and booking.
- Deliver timely follow-ups to ensure prospects stay engaged and informed.
- Prepare quotes, proposals, and service recommendations tailored to each client.
- Track leads and conversions in the company's designated system.

### **Networking & Relationship Building**

- Attend mixers, conferences, expos, and community events as an independent representative of the brand.
- Build new relationships with planners, venues, corporate offices, and hospitality partners.
- Maintain consistent follow-up with contacts met during events.

### **Marketing & Outreach Support**

- Support outreach campaigns aimed at corporate clients and referral sources.
- Share ideas for marketing angles or content that could help attract new business.
- Distribute promotional materials to target businesses when needed.

### **Referral Development & Management**

- Build and maintain a strong referral network that consistently generates new leads.
- Track incoming referrals, conversions, and partnership activity.

### **Brand Representation**

- Present the brand professionally and clearly communicate the value of each service offering.
- Maintain an organized, polished approach at events, meetings, and outreach activities.

### **Qualifications for this Position:**

- This is a 1099 independent contractor position. Candidates must be eligible to work as a subcontractor and responsible for their own taxes, insurance and coverage.
- Prior experience of at least 3-5 years in sales and business development is required. Prior experience in marketing, or relationship management is strongly preferred.
- Confident communication skills with the ability to speak comfortably to individuals, groups, and corporate professionals.
- Proven relationship-building skills and a track record of maintaining long-term client connections.
- Strong organization and time management abilities with consistent follow-up habits.
- Comfortable managing multiple leads and working independently without daily supervision.
- Reliable transportation for attending meetings, networking events, and outreach opportunities all across South Florida (Palm Beach, Broward & Miami).
- Professional, friendly, and committed to helping the company grow.

### Schedule for this Position

- This is a 1099 independent contractor role with flexible, event-driven scheduling based on networking opportunities, outreach activity, and lead flow.
- Hours vary from week to week depending on upcoming events and sales needs.
- Evening and weekend availability may be required for business mixers and industry events.
- You'll receive event notifications and can accept opportunities based on your personal schedule.
- In-person attendance at select networking events is expected.

### Perks & Special Benefits for You

- Competitive pay based on experience and performance, ensuring you're compensated fairly for the impact you bring to each event.
- Flexible scheduling that allows you to accept assignments based on your availability.
- Free desserts during select events and a complimentary celebration cake for your birthday.
- Exclusive contractor discounts on our products for your own celebrations, gifting, or personal enjoyment.
- Opportunities for growth, including the chance to take on new responsibilities, learn new skills, and step into expanded roles as the company continues to evolve.
- Comprehensive training and ongoing development to help you feel confident and supported in your role.
- Supportive and inclusive work environment where your contributions are valued, recognized, and appreciated.
- Participation in community-driven initiatives and charitable projects that align with the values of our brand.
- Early access to menu tastings and involvement in event-related creative planning.

### How to Apply:

To apply for this Sales & Outreach Manager position, please complete the application form via the link below and submit your resume along with three professional references. We look forward to reviewing your information and considering you for this exciting opportunity to join our team! **Apply Here: [Sales & Outreach Management Position](#)**