

DIRECTOR OF BUSINESS DEVELOPMENT

Brevard, North Carolina

ABOUT US

At Nature Trails, we design, build, and maintain trail systems and bike parks that get people outside and moving. From singletrack winding through Appalachian hardwoods to full-scale bike parks in communities that never had one, our work creates places that change how people experience the outdoors. We believe trails improve lives, strengthen communities, and protect the landscapes they pass through.

We're a vertically integrated team: design, construction, fabrication, and maintenance all under one roof. That means we don't just draw it, we dig it, we build it, and we keep it riding. But here's where it gets interesting: Nature Trails is one piece of a larger ecosystem of specialized divisions, each with its own brand, expertise, and client base. This role puts you at the center of all of them, cross-promoting and packaging services across divisions to offer clients something nobody else can: the whole package, from concept to completion, all backed by teams who actually do the work.

ABOUT THE ROLE

We're hiring our first Director of Business Development. This is a ground-floor opportunity to build a new department from scratch and to take over how our company grows from an owner who has personally led every sale for the past ten years. You'll be the voice, face, and storyteller behind multiple brands across our family of companies. Your primary job is to make people want to work with us before they ever see a proposal: through sharp writing, authentic relationships, strategic networking, and a social media presence that shows why we're a leader in trail and outdoor recreation infrastructure. You're not selling one service. You're connecting clients to the full range of what our divisions do, turning a single conversation into a lasting, full-service relationship.

You'll build demand through influence, not cold outreach. You write the article that gets shared by a parks director. You're the person everyone at the conference already knows by name. You turn a trail design conversation into a construction contract, then a maintenance agreement, then a fabrication order for custom features, because you see the full picture and you know how to connect the dots across our divisions. You still need to close deals and manage the pipeline, but the way you win work is by building trust and telling the true story of who we are and what we do well, so that when a project comes up, we're the first call.

This isn't a pure marketing role and it isn't a pure sales role. It's both, and then some. You're the connective tissue between our divisions, the person who sees a parks department's trail project and immediately thinks, "They also need signage fabrication, a maintenance plan, and a design refresh for their master plan." We need someone from the marketing side who's comfortable owning revenue targets and ROI, or someone from the sales side who genuinely thrives in creative work, brand management, and storytelling. Wherever you come from, you're not checking boxes on the other half; you genuinely enjoy it. This is the first hire in what will become a full department, and the person in this seat will shape the long-term direction, structure, and staffing of sales and marketing across the entire family of companies.

Our work spans every scale. It includes annual maintenance agreements that keep community trail systems riding well season after season, major multi-phase trail networks for master-planned communities, counties, and cities, and bike parks and pump tracks from North Carolina to West Virginia to Texas. Most of our construction contracts land between $300K and $2M, and the relationships behind them matter at every size. A maintenance agreement can turn into a major build if you've earned the trust. A finished bike park leads to the next one in the next county if the client feels taken care of. Nurturing relationships of all sizes is how you build a pipeline that compounds over time.

This role is measured by revenue that results in successfully delivered projects, not just signed contracts. Winning work we can't execute well isn't a win. You'll work closely with operations to align business development with real capacity, and your compensation grows with the company's revenue and profitability, not your personal deal count.

This role takes an entrepreneurial mindset. You're building something that doesn't exist yet, figuring out systems as you go, and making decisions without a playbook. That takes real drive and the kind of person who runs toward problems instead of waiting for someone to hand them a solution. But this isn't a solo act. Our crews, designers, project managers, and fabricators are the reason clients come back, and you need to be deeply connected to all of them. The best person for this role has the independence to own their work completely and the self-awareness to know that none of it works without the team behind it. You push hard, you move fast, and you bring people with you.

WHAT YOU'LL DO

- **Pipeline Management & Cross-Division Selling:** Identify, pursue, and close new business opportunities across every service line and division. Spot the cross-sell: a construction client who needs ongoing maintenance, a design client who's ready to build, a municipality that doesn't realize yet they need the full package. Manage the CRM to track leads, opportunities, and client interactions across all brands. Coordinate contract execution with operations to ensure smooth handoffs from signed deals to active projects. You win work by showing clients the full scope of what we can do together, then making sure we deliver on every piece.
- **Relationship Building & Networking:** Be the connector. Build and maintain genuine, long-term relationships with municipal agencies, parks departments, land managers, developers, and private clients. Show up at the right tables, stay in touch between projects, and become the person people call when a trail project is on the horizon, even before it hits an RFP. Cultivate a network that opens doors and keeps our name in the conversation.
- **Proposal Leadership:** Lead the RFP and RFQ response process from opportunity identification through submission. Analyze project requirements, tailor proposals to client and project specifics, and position our teams as the clear choice through compelling, detail-driven submissions.
- **Strategic Partnerships & Referral Network:** Identify strategic partnership opportunities within the industry to amplify our brands, expand our client base, and extend our market reach. Grow and manage our network of referral partners, and coordinate with our outside sales representative so every opportunity they bring in gets the same care as the ones you source yourself. Think bigger: co-branded events, joint ventures, and referral relationships that keep every division top-of-mind across the outdoor recreation space.
- **Industry Representation:** Serve as a primary spokesperson at trade shows, conferences, public forums, and client meetings. Present with authority on trail design, construction methodologies, and project capabilities. You will represent each division individually, maintaining distinct brand identities across all touchpoints. Your goal isn't just to attend events, it's to leave them with people wanting to work with us.
- **Brand Storytelling & Content Creation:** Own the narrative for each of our brands. Develop and execute marketing strategies across digital, print, and social channels that make people pay attention, follow along, and reach out. Write blog posts, case studies, project spotlights, and thought-leadership pieces that position us as the authority in trail and outdoor recreation infrastructure. Our design team will provide graphic support for higher-end visual assets, but you should be comfortable producing and editing your own documents, proposals, presentations, social graphics, photography, and video content day to day. What matters is that

you can create and edit professional-quality graphics and documents on your own, whether you work in Adobe Creative Suite, Affinity, Canva, or something else entirely. The skill matters more than the software.

- **Marketing Strategy & Budget Management:** Help determine marketing budgets and how dollars get spent across all divisions. You'll evaluate what can be handled in-house and when it makes sense to bring in outside vendors for specialized needs: videography, paid media, print production, or campaign strategy that exceeds internal capacity. When outside resources are needed, you'll source, coordinate, and manage those relationships. Marketing spend decisions are made collaboratively with leadership, so you'll need to bring data, make a case, and align on go-forward strategies together, not operate in a silo.
- **Social Media & Digital Presence:** Build and grow our social media presence into a channel that drives real leads. Share project progress, behind-the-scenes content, and industry insights that make followers feel connected to our work. Turn online engagement into offline relationships and real opportunities.
- **Field Engagement:** Get out on the dirt. Travel to active job sites, walk trails with crews, and see firsthand how we build. The best people in this role know what a well-built berm feels like under tires, and that knowledge is what makes your stories credible and your proposals real.

WHAT SUCCESS LOOKS LIKE

- **First 90 days:** Walk active job sites with our crews. Meet our key clients alongside the President and take over day-to-day management of existing accounts. Get the CRM up and running.
- **First year:** Build a pipeline that fills our schedule for the next two seasons. Establish each brand's content and social presence. Become a known name at the major trail and parks conferences.
- **Long term:** Take full ownership of how we grow. Help decide what work we pursue and what we walk away from. Hire and lead the sales and marketing team as it grows.

MUST HAVES

- 5+ years in business development, sales, marketing, or client-facing leadership, including at least 2 years where you personally owned revenue, a book of client relationships, or winning proposals. Experience in construction, landscape architecture, parks and recreation, or the outdoor industry is a strong plus. A track record of results matters more to us than the number of years
- An owner's mindset: you think about the whole company, including crew capacity, margins, and reputation, not just the next deal. You'll work directly with the President on strategy and help shape where we go
- Integrity with clients: you'd rather tell a client "we're not the right fit" than oversell. A long-term relationship matters more than any single contract
- Exceptional written communication skills: you can write a compelling case study, a persuasive email, a social post that actually gets shared, and a proposal that wins
- Relationship-driven approach to business development: you build genuine, lasting connections and people genuinely want to hear from you. You generate business through trust, influence, and showing up consistently, not cold calls and hard closes
- Comfortable and confident in municipal and government settings: council chambers, parks board meetings, public forums, and agency offices feel like home turf, not hostile territory

- Real passion for trails, bike parks, and outdoor recreation: you ride, you hike, you get it. You don't need to fake enthusiasm about what we build because you already live it
- Competent in document and graphic editing: you can create and polish proposals, presentations, social graphics, and marketing materials on your own. Our design team handles the heavy creative work, but you shouldn't need a designer for day-to-day content production and document editing
- Fluent in AI tools and honest about their limits: you know how to use AI to move faster, research smarter, and draft more efficiently, but you also know when it's producing generic slop that would embarrass us. Everything that goes out under our name needs a real human voice and a personal touch. We want someone who treats AI as a tool in the toolbox, not a crutch, and who can tell the difference between content that's been enhanced by it and content that was clearly written by it
- Self-starter mentality with the ability to build systems, processes, and a department from the ground up
- Willingness to travel as needed to client sites, industry events, and active project locations

ADDED VALUE

- Proficiency in graphic design and layout tools (Adobe Creative Suite, Affinity, Canva, or comparable) to produce quality content in-house
- Video production and editing capability sufficient to create polished content with minimal support
- Direct hands-on experience in trail construction, bike park development, or closely related outdoor recreation infrastructure
- Active, engaged social media presence with a track record of building a brand and driving leads through digital channels
- Experience preparing and leading government and private-sector RFP and RFQ responses
- Knowledge and expertise in implementing and maintaining brand standards across marketing, proposals, and public-facing materials
- Comfort presenting at trade shows, conferences, and large industry events

EDUCATION

A degree in business, marketing, communications, recreation management, landscape architecture, environmental science, or a related field is a plus, but direct industry experience in trail construction, bike park development, or outdoor recreation infrastructure is preferred. We value what you've built over where you studied.

COMPENSATION

> **How we pay, and why.** There are no quotas, no cold-call targets, and no commission on individual deals. You earn a percentage of everything the company collects, across every division, so you win when the whole company wins: when a project you never touched goes well, when a client you inherited comes back, when our crews deliver something worth talking about. We pay on collected revenue, not signed contracts, because a deal only counts once the work is done well and the client is happy.

COMPONENT	DETAILS
Base Salary	$55,000/year
Commission: first $5M	0.5% of revenue collected, up to $5M per calendar year
Commission: above $5M	1.5% of revenue collected above $5M per calendar year
Outside Rep & Referral Partner Work	Flat 0.5% of revenue collected on contracts brought in by our outside sales representative or referral partners. This revenue does not count toward the $5M threshold.
Profit Bonus	$15,000 annually when the company meets its EBITDA margin target
Payout	Commission paid monthly on revenue collected the prior month. Threshold resets January 1.
2026 Start	From your start date through December 31, 2026, commission is 0.5% of all revenue collected. The full plan begins January 1, 2027.

EARNINGS POTENTIAL

ANNUAL COMPANY REVENUE	BASE + COMMISSION	WITH PROFIT BONUS
$5M (current)	$80,000	$95,000
$7.5M	$117,500	$132,500
$10M	$155,000	$170,000

Commission is earned on collected revenue across all divisions. Earnings examples assume no outside rep or referral partner work. Pricing on all bids is approved by leadership before submission.

BENEFITS

This is a W-2 full-time position. Benefits include:

- Company vehicle for work travel
- 80 hours of paid time off to start, increasing to 120 hours after 5 years
- 6 paid company holidays
- 401(k) with 1% company match, eligible after 90 days
- Short-term disability coverage (3 months at $1,500/month through Aflac)
- Free telehealth through Doctegrity
- $200/month wellness stipend with qualifying wellness expenses
- Outdoor industry sponsorships and pro deals (Specialized, Fox, Cane Creek, Columbia, and more)
- Company-sponsored team building trips

LOCATION & WORK ARRANGEMENT

This is a work-from-home position, but it isn't a job you can do entirely from a laptop. Our headquarters is in Brevard, North Carolina, and you'll spend time there whenever it's appropriate and needed: planning with

leadership, working alongside our design, fabrication, and operations teams, and taking part in the life of the company. There's no fixed schedule. The expectation is simply that you're never a faceless name. You are our brand embodied, and that starts with the people inside the company. Our whole team should know you, trust you, and see you earning your role. This role reports directly to the President.

You'll also spend real time on our job sites. Walk projects with our project managers and crews, capture the work as it happens, and see firsthand what it takes to deliver what you sell. Every contract you win only becomes real when our field teams build it. We're looking for someone who knows the crews by name, shows up on site, celebrates finished projects with the people who built them, and makes sure everyone knows their work is what earns the next one. Sales, design, fabrication, and the field are one team, and this role should help everyone feel that way.

TRAVEL

This job takes you places. Client meetings in city halls, site walks through future trail corridors, parks and recreation conferences, trail industry events, visits to world-class outdoor destinations, and time embedded with our crews on active builds across the country. Travel is expected, encouraged, and honestly one of the best parts of the gig. We provide a company vehicle for work travel.

HOW TO APPLY

Apply at **www.naturetrailsnc.com**. Along with your resume, send us a short note (not a cover letter template) telling us about a relationship you built that turned into years of work, and share something you've written that you're proud of: an article, a case study, a proposal, or even a social post.

EQUAL OPPORTUNITY EMPLOYER

We are an equal opportunity employer and welcome applicants of all backgrounds. All qualified candidates will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or any other protected characteristic under applicable law.