



Sales & Marketing Operations Specialist

France - La Garenne Colombe (92)

EfficientIP is a network automation and security company, specializing in DDI (DNS, DHCP, IP Address Management). Our Smart DDI approach offers enterprises and service providers a unique appliance-based solution to intelligently simplify and automate design, deployment and management of their critical network infrastructure. Through patented technology, our 360° solution suite secures DNS services to safeguard sensitive data and ensure application access. Companies in all sectors rely on our offerings to face the challenges of key IT initiatives such as cloud, IoT, 5G, and mobility.

Description

The Sales & Marketing Operations Specialist serves to optimize and improve the sales process and go to market strategy, he/she reports to the Director of Marketing. This role will work to define sales and marketing goals/metrics, improve workflows, remove roadblocks, and promote efficiencies in the processes between operational teams.

The Sales & Marketing Operations Specialist will work closely with teams and Executive management to develop metrics, provide data analysis and optimize CRM as well as other tools to track, measure and optimize the business.

Responsibilities

- Own and manage our day-to-day operations of our martech stack: web visitor tracker, Chatbot, ZoomInfo, etc., and the sync to the CRM System
- Define the sales and marketing data management strategy, KPIs, and create a roadmap to improve the enrichment and quality of the database according to the agreed criteria
- Build and scale repeatable business processes to continuously implement and improve sales and marketing operational efficiencies
- Establish, maintain, and improve upon sales and marketing policies and processes that ensure best practices are leveraged and compliance is adhered
- Measure the effectiveness of marketing campaigns to recruit new prospects and generate qualified business opportunities for sales teams
- Support the sales teams in following up on prospect requests and business opportunities, as well as helping with the management and quality of sales forecasts
- Work with sales/marketing managers to drive KPIs throughout the sales funnel and facilitate SLA discussions and policy changes between operational teams (admin, sales and marketing)
- Provide reports on activities, sales forecasts and data quality

Education & Experience

- 5 years in Sales or Marketing Operations roles

- Well-rounded understanding of complex sales and marketing processes and team structures
- Demonstrated experience developing metrics to measure and analyze sales and marketing forecasts, pipeline and overall productivity
- Demonstrated expertise in using CRM tools to implement and automate processes as well as, track and report on business metrics
- Demonstrated experience in data analytics and the ability to critically analyze quantitative performance data to draw constructive conclusions
- Experience with process improvements or efficiencies to enhance sales and marketing team performance
- Bachelor's Degree or equivalent

Skills and Abilities

- Proficiency with CRM or related customer relationship management tool, database tables, and business intelligence tools. Expertise in Zoho product suite (CRM, Campaign, Sales IQ) will be an asset
- Outstanding interpersonal skills
- Ability to operate in a fast-paced environment and adapt to changing priorities
- Data driven, analytical
- Fluent in English (both written and spoken)
- Teamplayer, self starter and autonomous, positive “can do” attitude and growth mindset

What we offer

We offer a great opportunity to grow with our company, in a rapidly advancing and strongly innovative environment.

At EfficientIP, we fully believe in congeniality in the workplace and in our relationships with our Customers, partners and colleagues. We ensure a positive work environment that is encouraging, enthusiastic, and motivating to our team. This approach breaks down barriers in order to stimulate our Company's ambition of constant overachievement.

You will be part of a fun & ambitious team!

Interview process

Interview with Stéphanie, our HR Manager

Interview with Ronan, our CMO

Interview with a member of our sales team

To apply, please send your cv and cover letter to careers@efficientip.com