



Sales Operations Specialist

ExpertFile is a software company with offices in North America and the UK. We are changing the way organizations position their human capital to boost reputation and revenue. Our award-winning SaaS solution and online expert search engine helps leading organizations manage their expertise online and make their expert content more discoverable to generate more sales leads, boost search rank and media coverage. Our clients include IDC, Birmingham City University, Georgia Tech, Unum Group and Emory University.

We are looking for a dynamic sales operations professional in our Toronto office to help scale ExpertFile's sales team to match the company's growth. You will be directly responsible for increasing sales efficiency within the company, and will report directly to our VP of Sales. In this role you will optimize and own the day-to-day management of our Salesforce CRM, and provide reports to our VP Sales and other colleagues. In this role, you'll have a direct impact on the growth of our business by enabling operational discipline across our Marketing & Sales teams as we look to double our impact over the next year. This is a great opportunity for an ambitious, hands-on marketing and sales ops professional who wants to be part of an exciting journey.

How will I make an impact?

- Collaborating closely with the VP Sales and marketing colleagues to develop the following
 - Process improvements and management of Salesforce CRM (including workflow, reporting, data integrity). Updating and maintaining Salesforce records (accounts, opportunities, contacts and leads)
 - An improved process for proposal management including the creation of proposals as needed
 - Help manage contracts to track renewals and account growth
 - Tracking of day-to-day campaign activities to identify key lead sources and recommend improvements that drive scalable growth
 - Better organization of sales tools and materials to ensure these are up to date.
- Assist sales with setting appointments for leads generated from our marketing programs

- Assist with preparation for trade shows in the US and United Kingdom (some travel to assist on-site may be required)
- Assist partners and leadership with technical demonstration of the ExpertFile platform
- Proactively identify opportunities to help our partners accelerate sales opportunities
- Collaborate with Customer Success team to stay abreast of customer needs and benefits for continuous improvement

How do I know if this is for me?

- You enjoy the fast pace and excitement of a high growth technology company
- You have 2-5 years experience in a fast growing company
- You possess advanced Microsoft Office, Excel, PowerPoint and Word skills and a strong understanding of [Salesforce.com](https://www.salesforce.com)
- You possess excellent communication skills and enjoy presenting your ideas
- Have proven analytical skills and high attention to detail
- You consistently look for creative ways to improve processes

Perks:

- Health, dental and vision benefits
- Free coffee & lattes and yes...Free beer
- Monthly team lunch and demos
- Bright, downtown office space (Yonge & Bloor)
- Professional development program with an education allowance

Does this sound like you? If so, show us your smarts. **Send your resume to HR@expertfile.com** along with a cover note indicating why you would like to join our team.

ExpertFile is an equal opportunity employer.

About ExpertFile

ExpertFile is the world's leading content solution and global marketplace designed for experts and their organizations. Our SaaS platform helps corporate, higher education and healthcare clients manage their content and improve visibility for their experts. The ExpertFile global marketplace now lists experts searchable on over 30,000 topics and is integrated into over 15,000 newsrooms through its partnership with the Associated Press. ExpertFile clients include IDC, Berkeley Haas School of Business, Unum, University Health Network and Emory University. The company won the prestigious SIIA CODiE award for "Best Content Marketing Solution" in 2018. For more information, visit www.expertfile.com