



# Helping good happen

Over 20,000 nonprofits and socially minded companies have used FrontStream's fundraising software to power their auctions, charity events, peer-to-peer and online fundraising, and employee giving. Simply put, we help our customers raise more for their causes, and do more good in their communities.

## **POSITION: Sales and Marketing Operations Specialist**

### **THE ROLE**

As Sales and Marketing Operations Specialist, you'll play a vital role at **FrontStream**. We are looking for a proactive individual that can help us continually improve and enhance our sales and marketing performance and tech stack. The Sales and Marketing Operations specialist is responsible for moving marketing qualified leads through our sales funnel, tracking conversion rates, analyzing relevant data, and managing our tech stack. We are looking for someone with a deep understanding of sales and marketing processes, marketing and sales automation and our business objectives find areas for improvement. The Sales and Marketing Operations Specialist should be comfortable working in our CRM environment (SalesForce.com), quote-to-cash (SalesForce CPQ), marketing automation tool (Pardot), sales engagement platform (Outreach), and conversation tool (Drift). The ideal candidate will be happy liaising with stakeholders at all levels, with the ability to translate technical information into layman's terms, clearly explaining design options and their potential impact.

### **WHAT YOU'LL DO**

- Assist sales and marketing teams with prospect outreach.
- Monitor and track funnel activity supported by reporting on MQL creation, conversion ratings, and sales velocity.
- Manage CRM data to ensure best practices and process improvement.
- Administration of Pardot, Drift, Outreach, DocuSign, Distribution Engine.
- Manage Salesforce configuration changes, including (but not limited to): Workflow, Process Builder, Flow, assignment rules, approval processes, fields, page layouts, record types, dynamic layouts, apps, actions, custom settings, mobile administration, dashboards and reports.
- Identify and gather requirements, translating into best practice scalable solutions with a focus on exceptional user experience.
- Identify unused or underutilized platform features.

- Create a platform roadmap and define priorities, liaising with stakeholders.
- Own the communication of any platform changes to end users and stakeholders.
- New user and ongoing user training.
- Technical documentation.

### **WHO YOU ARE**

- You have strong sales and marketing operations experience and hands-on experience with Sales Cloud and Salesforce CPQ.
- You have deep knowledge of Salesforce.com.
- You possess a proactive attitude to platform enhancements.
- You are proficient in designing scalable, best practice solutions.
- You have excellent relationship-building skills with the ability to liaise with stakeholders at all levels.
- You're skilled at translating requirements into technical solutions
- You have experience in change management and governance
- You've trained end users and key stakeholders in technical platforms.
- You're skilled at technical documentation and available and responsive to questions.

### **OUR VALUES**

FrontStream's [core values](#) are fundamental to the way we work. We believe in the Big Picture – we will always “know the why” and “help facilitate giving.” This is at the core of everything we do. We also believe in service, communication, diversity, innovation, integrity, and teamwork. FrontStream wants you to be yourself, work hard, and celebrate knowing that you truly make a difference in people's lives!

### **OUR AWESOME BENEFITS**

- 100% Remote Work! No more “when will we have to go back into the office” worries. FrontStream supports remote employees all over North America.
- Complete health, vision, and dental insurance.
- FSA & HAS.
- No rigid vacation policy, instead FrontStream provides employees with “Responsible Time Off” – we trust you to take the time you need when you need it.
- Paid holidays.
- 401(k)/RRSP contribution programs with employer match.

### **DIVERSITY STATEMENT**

At FrontStream, diversity is fundamental to how we grow and manage our business. We are committed to building a diverse workforce that cultivates and supports individuals of all backgrounds, and we strongly encourage people of different races, ethnicities, sexual orientations, gender identities, veterans, and persons with disabilities to apply. FrontStream is an equal opportunity employer, and we will welcome everyone to our team!

# Interested?

Submit your resume to [careers@frontstream.com](mailto:careers@frontstream.com) with “Sales and Operating Specialist” in the subject line.