

Operations Analyst

Description:

The Operations Analyst is responsible for supporting the VP of Sales by providing insights to sales activities and trends, conducting market analysis, managing leads, maintaining and leveraging Salesforce, providing key reports, as well as other sales support functions.

Responsibilities:

- Responsible for analyzing, interpreting, and creating reports for sales and sales management.
- Provide weekly forecast, pipeline, and upside reporting, as well as an analysis of week-over-week changes and variances to sales targets.
- Report on sales activities and any gaps to targets.
- Ensure leads are dispositioned and followed up on in a timely manner.
- Track and report on success of demand generation programs.
- Develop a Sales Management Dashboard with metrics capable of defining the current state of the business and areas needing focus.
- Provide actionable insights to the VP of Sales and executive team to drive the growth of the company.
- Continuously research and remain knowledgeable of industry trends and competition.
- Partner with Sales Management to identify opportunities to increase revenue, improve sales team efficiency.
- Maintain and leverage the Salesforce environment.
- Provide training as needed to the sales team on how to use Salesforce.
- Assist in developing and delivering presentations as needed.

Skills Required:

- Strong analytical and problem-solving skills.
- Hands on knowledge of Salesforce.
- Strong written and verbal communication skills.
- Proficient in Microsoft Office Suite.
- Strong attention to detail and organizational skills.
- Strong interpersonal, leadership and motivational skills.
- Self-starter able to work effectively in a fast-paced office environment.
- Able to prioritize activities successfully based on the needs of the sales and executive teams.

Education / Experience:

- Bachelor's degree required.
- 3+ years experience in sales support / operations.
- 3+ years experience with Salesforce.