

## Job Description: Sales & Marketing Operations Specialist

### About Vision

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Vision Government Solutions is a leading government technology firm providing cutting-edge software to the public sector. We are at an incredible inflection point of growth and are looking for people to join our Sales & Marketing team. Specifically, we are searching for ambitious, motivated individuals looking to build a career as part of our Revenue Operations Team.

### Summary of Role & Responsibilities

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The Sales & Marketing Operations Specialist will work closely with the Senior Manager of Operations as well as the Director of Product Strategy & Marketing. This will include but not be limited to:

#### Supporting our Sales Operations by:

- Enabling the Sales Team through creation and assembly of government bids
- Aiding our Sales Team in drafting contracts
- Coordinating sales demos and logistics
- Maintaining CRM (Salesforce) information from opportunity creation to closeout to maintain pipeline integrity all while constantly looking for ways to improve the processes

#### Aiding in Marketing Operations:

- Aiding in video recording and editing (ex: testimonial videos)
- Updating the Vision website and online Customer Portal (training is available, prior web experience not required)
- Utilizing our email marketing platform (Pardot) and maintaining email distribution lists for outbound communication to customers and prospects with guidance from the Senior Manager of Operations
- Ad hoc copy-editing support
- Other, as needed

#### Aiding in Managing Event/Conference Logistics:

- Managing attendance and registration of all industry conferences
  - Maintaining our conference calendar
  - Shipping materials and collateral
  - Coordinating registrations
  - Hosting teleconferences
  - Executing on all event action items
- Managing Vision events, such as our annual national User Group and approximately 15-20 state-specific User Groups or Group Demos including occasional travel for execution of logistics
- Communicating effectively with all internal attendees (ex: coordinating schedules)

## Who We Are Looking For

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The ideal person for this role will have demonstrated the following skills and traits:

- **A keen eye for design and branding:**
  - This person is excited to learn new design skills, such as InDesign or video editing
  - While this person is not a professional designer, they have shown proficiency and interest in design-related tasks in the past, perhaps by creating a personal blog, pursuing a creative hobby, or working on a club newspaper
  - They are known as the person who catches the hardest-to-find typos
- **Obsessed with to-do lists and organization:**
  - This person is obsessed with tracking every action item and checking their lists constantly
  - This person would rather over-communicate than leave someone out of the loop
  - They are the team member who remembers the action item everyone else forgot
  - They keep a pristine inbox
  - They never say 'I'll get to it tomorrow' if they won't – they set clear expectations and take great pride in honoring them
  - This person has extreme attention to detail and is known for quadruple-checking a mass email
- **Growth-oriented mindset:** We are hyper-focused on improving every day. Successful team members will have a similar mindset, including:
  - An eagerness to learn
  - An aversion to boredom
  - An instinct to see what could go wrong before it happens
  - The willingness to build and participate in a safe environment focused on continuous improvement
  - Competitiveness as a team; collaboration with each other

Our team members have come from a wide variety of professional and educational backgrounds, so experience is not our sole focus. We expect the successful person in this role will likely have between 0-3 years of experience in an Operations, Marketing, Events, or Design role, but we emphasize hard work and desire to learn above all else.

*If you are interested in joining us, please submit a resume and cover letter describing your interest in the role and alignment with the qualifications described above. We look forward to meeting you!*