



Sales Operations Manager

We're passionate about play. We believe that bringing play to communities makes the planet more livable and socially just. With thousands of installations across the world, we're excited to be a part of the movement toward a healthier, happier, global community by offering innovative aquatic play solutions designed for developing minds, thrill seekers, budding explorers, and the young at heart.

Our work culture is important to us and we believe that with a team of people who CARE we can achieve amazing things. From tacking a weld to putting the final touches on a piece of ad copy, we believe that every task we undertake is important and deserves our utmost COMMITMENT, an ATTITUDE that anything is possible, mutual RESPECT, and a level of EQUALITY that invites collaboration.

We're always looking for exceptional people to join the Waterplay Group of Companies. If you like working in a fast-paced, dynamic environment, have a passion for play, and truly CARE, then we'd love to hear from you.

Position Overview:

We're looking for a detail-oriented, analytical and highly-skilled CRM expert to join our team in the role of sales operations manager. The ideal candidate has a passion for driving key objectives for the business and turning data-driven insights into action. The sales operations manager will be responsible for analyzing the sales pipeline and all sales and marketing activities to provide key insights that will help the company grow the pipeline and accelerate revenue. This person excels at balancing strategy with execution and will be tasked with implementing, monitoring and reporting on sales/marketing KPIs and optimizing all processes for reliability, repeatability and scalability.

Key Areas of Responsibility:

- Manage CRM data
- Improve productivity by evaluating and implementing sales and marketing technologies
- Facilitate data-driven decisions for company leaders
- Work with the Marketing Team to enable salespeople

Skills & Qualifications

- Bachelor or master's degree in marketing, business or related discipline
- 5+ years relevant experience in sales operations or marketing analytics
- Solid experience using CRM with admin privileges (Creatio experience an asset)
- In-depth experience working with complex data sets to understand performance, optimize campaigns, drive decision-making and measure outcomes using relevant tools
- Exceptional quantitative, analytics and problem-solving skills with the ability to draw insights and recommendations from analysis and present proposals to internal stakeholders



- Keen ability to work cross-functionally with multiple departments to assist in building models for growth and create KPIs that measure and monitor progress
- Driven work ethic that thrives on challenges and is accustomed to fast-paced environments with multiple projects
- Strong written and verbal communication skills

We wish to thank all those who apply. Please note we will only contact and communicate with candidates who are selected to proceed to the interview stage.

Please send your resume with a cover letter to careers@waterplay.com with “Sales Operations Manager - Your Name” in the subject line, or via mail to:

Attention: Careers

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