A fictional job description for your first Sales Ops Hire
Sales Operations Manager / Head of Sales Operations

Company X

Introduction

Job title	Sales Operations Manager / Head of Sales Operations[1]
Reports to	Head of Sales
Location	Does not matter (can be remote or on-site)
Team	Sales
Status	Full time (40h), permanent

Your role in a snapshot

You will be a trusted partner to sales leadership and help our customer-facing sales team sell more effectively and efficiently by: optimizing company-wide sales processes, recognizing trends in data & systemizing best practices, enhancing all sales enablement functions, and improving sales forecasting to bring more real-time visibility to our team.

The ideal candidate will be action-oriented, approach tasks with an analytical and strategic mindset, have an enthusiasm to tackle any challenge, and a track record of results.

Responsibilities

As the first Sales Operations hire in the company, your key responsibilities will be to:

- Design, develop, implement and maintain business solutions and recommendations to improve performance
- Develop KPIs to measure the sales team's productivity and to shape the company's goals & targets
- Streamline and optimize sales processes, systems and tooling to reduce friction in daily sales activities

[1] Consider giving a "Head of" title depending on the seniority of the profile

- Partner with sales leadership and other cross-functional teams on initiatives including (but not limited to) lead management, pipeline reviews, territory optimization, goal setting processes, and sales incentive administration
- Gather data, build reports and evaluate team performance towards KPIS; identify trends to effectively manage the sales funnel, improving sales productivity and efficiency
- Lead CRM adoption and ongoing user management, data management, application setup, customization, reporting and dashboards
- Effectively communicate analysis results to business leaders
- Support executive leadership in developing go-to-market strategies

Key requirements

- Minimum 3 - 5 years of relevant experience in sales operations, business operations or consulting
- Strong organization & project management experience
- Proficiency with Excel and *(CRM)*
- Ability to effectively communicate and collaborate with a diverse set of stakeholders both internal and external
- Data driven – passion for leveraging data to influence decisions. Experience in data mining and analysis
- Strong desire to take initiative and to build partnerships across the organization. Thrive on change and comfortable with ambiguity
- A positive outlook and a roll-up-your-sleeve attitude
- Bonus point:
    - You have experience in territory alignment, target setting, and/or commission modeling
    - You have sales operations experience at a high-growth tech company
    - You have some exposure and/or experience in B2C/B2B marketplaces

Compensation

- Salary: anywhere between 55k$/€/£ and 85k€/$/£ as a base salary depending on the level of experience and the location of the company.
- ESOP package: 0 to 30% of the annual salary[2].

[2] More about this on Index' excellent Rewarding Talent's book