

JOB TITLE SALES MANAGER

Location: Vancouver, BC

VodaSafe saves lives. We build innovative technology for first responders and search and rescue personnel. Our first product, AquaEye® is a hand-held sonar device for waterfront rescue that launched in 2019. We are seeking a bright and highly motivated individual to join our team, bring this unique product to market and to allow new customers to understand how AquaEye can help their teams stay safe and respond to emergency situations faster.

We are seeking a high-achieving, people focused Sales Manager who will be responsible for the overall leadership and strategic direction of the sales functions at VodaSafe. You'll play a critical role in improving our sales process, coaching sales representatives, improving sales techniques and designing goals and growth plans to ensure the team continues to excel and succeed. You will be responsible for improving our marketing strategies and techniques to increase inbound leads to the sales team. This is an opportunity to take ownership of a key leadership role in a growing company while also being the best in class at what you do for us.

WHAT YOU BRING TO THE TABLE:

- Proven ability of creating and implementing a winning sales strategy aligned with company goals and culture
- Acumen to develop and implement high level sales and marketing strategies
- Passion for rolling up your sleeves and helping your team be successful in their execution.
- Love of inspiring, coaching and mentoring others

WHAT YOU'LL BE DOING:

- Taking ownership of the full sales cycle from lead to close.
- Directing and coordinating all activities and operations of the sales team to meet company sales goals; setting monthly and quarterly individual and team sales quotas for the sales team and monitoring their performance
- Creating, developing and customizing sales programs and marketing campaigns to achieve revenue and marketing growth objectives
- Overseeing outbound and inbound marketing activities, managing special events and promotions as well as evaluating marketing campaign performance and ROI against established metrics.
- Reporting on monthly and quarterly sales and marketing activities, analyzing information to identify opportunities.
- Coaching, mentoring and providing day to day direction to direct reports by building strong relationships with each member of the Sales and Marketing team.
- Fostering a collaborative and supportive environment between Sales and Marketing to ensure the teams are not siloed.
- Establishing clear performance expectations for each team member and conduct annual performance reviews in conjunction with upper management.

REQUIRED QUALIFICATIONS

- 6+ years sales and marketing experience with a Bachelor's degree in Business or related field
- At least 3 years leadership experience with the demonstrated ability to train, motivate, evaluate, mentor and direct employees to achieve desired results
- Experience with both inside and outside sales, including lead generation and outbound prospecting with a record of meeting or exceeding sales quotas.
- Demonstrated experience in managing the customer life cycle, developing sales and marketing funnels as well as implementing and measuring marketing campaigns.
- A "roll up your sleeves" mentality, preferring to stay hands-on, while mentoring your team as a manager to develop talented leaders.
- Excellent communication and interpersonal skills
- High-performing self-starter with the ability to adapt quickly in a fast-paced environment

PREFERRED QUALIFICATIONS

- Experience with rescue related industry, B2B sales and/or sales to municipalities and government entities
- Experience with technical sales
- Experience in a startup environment

WHAT WE OFFER

- Flexible and dynamic work environment
- Competitive salary, medical benefits and employee ownership
- Opportunity to work on a variety of tasks and be a part of the creation process of a new product