



**SALES & MARKETING OPERATIONS MANAGER
DEEP ROOT ANALYTICS
ARLINGTON, VA**

Company Overview:

Deep Root is an audience-powered analytics company that does four things: identifies your organization's ideal audiences, analyzes how they consume media for optimal advertising, integrates them into platforms for linear, addressable and digital ad delivery, and measures how your audiences are being impacted by paid and earned media.

Job Description

Deep Root is looking for a smart, ambitious, professional, highly productive and self-motivated Sales & Marketing Operations Manager with experience providing administrative, sales and marketing support to sales and marketing team members and company executives at all stages of the sales and marketing process. This person will be a critical addition to a growing revenue team made of hard working and aggressive professionals who are unafraid of rejection and perform best under pressure.

The successful candidate will be able to communicate effectively, both verbally and in writing, be a good listener, be a proactive problem solver, and have the ability to adapt to a variety of work demands. Great people skills and the ability to work independently are essential. At all times, s/he must exhibit the highest level of confidentiality, ethics and integrity.

Reporting to the Chief Revenue Officer, this position will work closely with the CEO and all of Deep Root's salespeople as well as its external marketing agency.

Specifically, the Sales and Marketing Operations Manager will be tasked with the following:

- Manage Deep Root's CRM, including entering, updating and maintaining accounts, leads and activities.
- Manage, write, edit and/or proof the production and organization of sales materials, including decks and proposals.
- Manage, write, edit and/or proof the production and organization of marketing materials including standard collateral, blog posts, white papers, etc. by working across all facets of the Deep Root team, including senior executives, client service, data science and engineers as well as our agency-of-record.
- Manage Deep Root's marketing calendar and drive marketing activities like conference attendance and sponsorship, industry events, etc.
- Organize agendas for several weekly internal meetings and manage follow-ups determined during the course of those meetings.
- Design and run scheduled and ad hoc reports from CRM.
- Respond to requests regarding information, materials or other business needs.
- Schedule appointments and meetings, manage follow-ups determined during the course of those meetings.



- Perform other duties and special projects as assigned by supervisor.

Qualifications & Skills

- A four-year college degree, preferably in marketing, communications or a related field.
- One to three years of experience in sales and marketing support.
- Proficiency with Microsoft Office and G-Suite for Business.
- Working knowledge of CRM tools.

Characteristics of a Successful Candidate

- Exceptional written and verbal communication skills.
- Proven ability to multi-task and adhere to tight deadlines in a fast-paced, collaborative environment.
- Self-motivated, proactive problem solver who is a quick learner.
- Highly adaptable and experienced with fast-paced work environments.
- The ability to work with colleagues across all levels of experience and roles.