



# GlobalTradeJobs

## Full Job Description

### Planning/Strategy

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- Understand key legislative changes and their impact audiences
- Develop a deep understanding of target personas, retail and supply chain including key needs, tax pain points, and purchase triggers.
- Understand the features and benefits of the global suite of Avalara products that are relevant for the audiences.
- Develop understanding of EMEA, LATAM, and APAC markets as needed
- Works with marketing product managers, technical product managers, design and development resources, business development resources, to define new product requirements, functionality, and requested customer improvements. By identifying and documenting the gaps in current versions of the Avalara products as identified by customers in the sales cycles supported by the PSE's
- Provides/oversees pre-sales technical support in sales presentations and product demonstrations, including a stable demonstration environment for both Avalara and Partner software solutions. All presentations and collateral materials used in the presentations must be pre-approved by the Avalara Marketing Team, and Avalara Legal Department. The direct will be responsible for managing this library of materials and ensuring the proper approvals are obtained. This includes the creation and publishing of technical articles regarding specific applications.

- **Responsible for training and maintaining the SME resources knowledge of the current and upcoming product Release and Roadmap capabilities and identified GAP issues.**

## **Execution**

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- **Responsible for tracking and forecasting the pipeline for standalone and attached sales specific to the direct SME support and their personal quotas. Review open pipeline to identify accuracy in close dates, approval process, next steps, and tracking via CRM (Salesforce).**
- **Partner with various stakeholders in the marketing organization to execute campaigns, including general managers, product marketing, channel optimization, content development, and brand teams.**
- **Work with content teams (internal and external) to ensure content supports the overall buyer journey by stage.**
- **Partner with marketing teams in EMEA, APAC, and LATAM to Go To Market plans and content.**
- **Identify and work with 3rd parties providers as needed for content and channel execution of marketing programs.**
- **Partner with sales enablement teams to ensure messaging and training is optimal – get insights from sales to update strategies and messaging.**
- **Partner with partner and customer marketing teams to ensure coordination of efforts**
- **Review funnel performance metrics and determine strategies to optimize performance**

## **Ideal Background**

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- Bachelor's degree in marketing or a related field
- 7+ years sales management experience – B2B and International preferred but not required.
- Experience with SaaS or Tax is a plus.
- Excellent oral and written communication skills
- Excellent time management and interpersonal skills
- Strong analytical skills
- Leadership qualities that reflect a self-motivated individual with the ability to work as part of a team

## **About Avalara**

**Avalara helps businesses of all sizes achieve compliance with transaction taxes, including sales and use, VAT, excise, communications, and other tax types. The company delivers comprehensive, automated, cloud-based solutions designed to be fast, accurate, and easy to use. The Avalara Compliance Cloud® platform helps customers manage complicated and burdensome tax compliance obligations imposed by state, local, and other taxing authorities throughout the world.**

**Avalara offers more than 1,000 pre-built connectors into leading accounting, ERP, ecommerce and other business applications, making the integration of tax and compliance solutions easy for customers. Each year, the company processes billions of indirect tax transactions for customers and users, files more than a million tax returns, and manages millions of tax exemption certificates and other compliance documents.**

**Headquartered in Seattle, Avalara has offices across the U.S. and overseas in the U.K., Belgium, Brazil, and India. More information at [www.avalara.com](http://www.avalara.com)**

**Avalara is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, color, creed, religion, age, gender, national orientation, disability, sexual orientation, US Veteran status, or any other factor protected by law.**

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