

JOB DESCRIPTION

Title: Inside Sales Operations & Marketing Analyst

Summary: Accountable for collecting forecast information, processing sales orders, supporting the commercial team, coordinating marketing materials and vendors, and tradeshow logistics.

Location: Tulsa, OK

Travel: Up to 10%

Reports to: VP - Commercial

Essential Function Distribution:	% Time
1. Managing the company's internal CRM information to maintain an accurate and up-to-date sales pipeline/funnel and forecast. Inclusive of, but not limited to, updating leads and opportunities; supporting sales quotes, orders, shipments, etc.; and weekly compiling of a rolling 3-month forecast and long-term (annual) sales outlook.	50%
2. Supporting customer-facing commercial deliverables required by Outside Sales team, ZDN/ZSN Directors, VP Commercial, VP Services, Operations Coordinators, Business Line Specialists, etc. Inclusive of, but not limited to, creating opportunities and sales reports; defining requirements and scope of supply during proposal phases; coordinating proposal reviews in accordance with the company's LOA approval policy; website updates and maintenance; social media posts and activity; and coordinating/responding to requests from customers.	20%
3. Working with internal key stakeholders in planning, organizing, implementing, and carrying out special projects. Inclusive, but not limited to, process improvement initiatives; marketing analyses; budgeting information; new sales, customer and vendor spend reports in the company's ERP (Acumatica); industry trend information and reports; and recommending/implementing new processes and procedures.	20%
4. Coordinating all aspects of the company's trade show and conference participation. Inclusive of, but not limited to, selection; registration; booth maintenance; booth and material logistics; and social media posts for upcoming events.	10%
TOTAL	100%

Essential Duties and Responsibilities

- Aligns with, and embodies by example, the company's core values (see page 5).
- Focuses on accelerating ZEVAC technology and applications growth opportunities.
- Works diligently to become technically proficient in the operational applications of ZEVAC technology, its customer benefits, and equipment features.
- Works collaboratively with internal stakeholders and teams (e.g., other members of the commercial team; ZSN Director; service department; engineering design and development; production and assembly; accounting and back office, etc.) to support initiatives to maximize revenue generation.
- Takes a lead role in proposal development strategy and templates with outside sales and management to ensure proposals are in line with company and customer goals.
- Ensures all data is in CRM (Acumatica) for proper forecasting, opportunity management, sales order creation, and ZDN support.
- Performs detailed analyses of customer specifications to identify areas of critical importance as it relates to equipment estimating, scope definition, and order for execution.
- Obtains a working knowledge of the equipment offered by ZEVAC (brown and blue) and possess a general understanding of the design/selection methods and calculations necessary to design and select an appropriate solution.
- Possesses comprehensive knowledge of commonly used concepts, practices, and procedures within the field of oil & gas pipeline equipment.
- Maintains documentation of specification reviews for reference by functional disciplines of the execution team (project management, engineering, supply chain, quality, and manufacturing).
- Works closely with estimating resources to develop detailed cost estimates, as required, in support of the development of ZEVAC proposals.
- Multi-tasks and manages multiple inquiries from various sources, including projects assigned by the CEO simultaneously with regularly assigned duties.
- Interacts with all functional disciplines of the Execution Team (Project Management, Engineering, Supply Chain, Quality and Production) and with outside sales personnel to the point of order receipt while maintaining coordination with management.
- Reviews cost estimates and technical proposals, as needed, to ensure all customer requirements are met.
- Initiates proposal reviews with departmental management and manufacturing to obtain cost estimate approvals.
- Other duties may be assigned.

Core Competencies

To perform the job successfully, an individual should demonstrate the following:

- Safety - Understands the importance of safety to the company; our customers, and us as individuals; actively promotes safety by committing to control of personal risk while following organizational controls of risk the company has put in place.
- Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of company projects above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- Change Management - Develops workable implementation plans; communicates changes effectively; builds commitment and overcomes resistance; Prepares and supports those affected by change; monitors transition and evaluates results.
- Leadership - Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions and opinions of others; accepts feedback from others; gives appropriate recognition to others.
- Internal/External Customer Focus - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve company's position; responds to requests for assistance; meets commitments.
- Analytical - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data.
- Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- Quality - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- Adaptability - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
- Initiative - Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions; looks for and takes advantage of opportunities; asks for and offers help when needed.
- Judgment - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.
- Planning/Organizing - Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; develops realistic action plans.

- Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.

Nonessential Duties and Responsibilities:

- Must carry a passport and be able to travel by car and by plane.
- Attends meetings and assists with special projects as required.

Qualifications, Skills, and Knowledge

Education

- Associate or bachelor's degree in a related field (e.g., industrial engineering; accounting, marketing, etc.) is a plus.

Experience

- Preferably 3-5 years of OEM, Operator and/or contractor work experience.
- A competent understanding of, and experience with, regulatory compliance in the Oil and Gas industry.

Skills and Knowledge

- Verbal / Nonverbal Communication- Conveys easily and quickly any message; speaks clearly and persuasively in positive or negative situations; listens attentively and seeks clarification; responds well to questions; maintains professional nonverbal communication analogous to situation.
- Written Communication - Writes clearly and informatively with a high level of sophistication; varies writing style to meet needs; presents complicated data effectively; able to read and interpret complex written information.
- Presentation - Presents clearly and informatively, easily maintaining audience attention and responding to audience needs; able to facilitate discussion, progress effectively, and manage audience as needed.
- Computer skills - Becomes and remains proficient in all programs necessary to perform the everyday duties of this position; minimally, proficiency in MS Office products is required.
- Self-motivated with a bias for action; substantiated capability to effectively manage, and support, a fluid business environment.
- The ability to lead by example and gain cooperation and respect and motivate people at all levels.

OUR MISSION

To reduce risk by providing safe, reliable, and cost-effective alternatives to natural gas venting and flaring.

OUR VISION

To continue to be the pioneer of gas/liquid recovery technologies and be recognized by operators as the preferred methane mitigation solution because our equipment, and its wide-range of applications, simply make compliance easier.



BUILD IN SAFETY & QUALITY

Every equipment solution we provide is ensured to be of the highest quality and accounts, at every step, for the safety of our customers, their service contractors, and our environment.



BE EMPOWERED; BE ACCOUNTABLE

We are empowered to make decisions in the best combined interests of our employees, our customers, and their operating environments; while maintaining accountability for the outcomes of our actions.



BECOME BETTER

We are fueled by a desire to continuously improve through questioning what others won't, then learning and sharing when others don't.



MAKE IT EASIER

We are driven to find solutions to the extraordinary challenges that plague our customers, who are striving to accomplish their work in increasingly responsible ways.



BE RELIABLE

Our personal and professional growth is based on the fundamental position that we must trust each other and ensure that our customers can trust us, and the technology we provide.

CORE VALUES