



Position: B2B Sales Specialist

Genuine Guide Gear Inc. is a responsive company that produces award winning and innovative backcountry snowsports equipment. We use the scrappy manifesto (look it up) as some of our guiding principles. The successful candidate for this role will be focused on managing the day to day B2B sales functions. The B2B business model is shifting and the ideal candidate is digital savvy, highly analytical, and improvement driven. The ideal candidate is comfortable with driving a wide range of changes and improvements in systems that are not perfect. At the end of the day, this role is not just about making something work but taking it to the next level. This role reports into the Director of Digital / Direct to Consumer. Candidates must be based in Canada and meet all legal work requirements. This role is remote for the foreseeable future although we would prefer someone in the lower mainland/sea to sky area who could come into our Burnaby office occasionally.

The Responsibilities:

- Manage G3's B2B Sales Platform (Hubsoft). This includes product and assortment set up, price list import, problem solving (both by yourself and working with technical support), in-house training, and project managing upgrades and improvements.
- Coordination of G2M (go to market materials). Compile, format, and check price lists, workbooks, and other sales materials to create that perfect package going out to our distributors and wholesale partners on time.
- In season sales monitoring
- In season pricing monitoring
- B2B communication strategy. Be the "day to day" source of communication and issue triage with accounts.
- B2B Evolution: G3 is continuing to expand it's product range and the way it sells product. This will require helping to analyze and look for new business opportunities and improvements of our existing processes.

The Requirements:

- Experience working with B2B or digital commerce (3+ years ideal)
- Experience working in depth with B2B Digital Platforms (extra points for Hubsoft)
- Experience with compiling, analyzing, and presenting data to drive decisions
- Experience with working with both regional and international B2B accounts
- Proficient in Microsoft Excel and other Microsoft Office applications
- Ability to meet deadlines and work independently and as part of a team
- Highly organized and detail oriented with the skill to learn quickly, take initiative, and adapt easily to changes
- Flexibility to work occasional unique hours to update/release product or during peak events

Applications accepted via LinkedIn post or please forward a **cover letter** and resume to hr@genuineguidegear.com. Applications must quote B2B Sales Specialist in subject line. We thank everyone for applying; however we will contact only those considered for an interview