



## **Business Development Manager - Cemetery & Funeral Software**

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### *Job Description*

We are a venture backed, fast-growing and world leading software solutions company in the cemetery and funeral home markets. We deliver the most comprehensive suite of solutions available and have a solid base of blue-chip customers.

We are looking for an experienced and motivated business development representative to actively engage in outbound prospecting and inbound lead qualification to expand our reach nationally and to accelerate our growth. You would join our existing business development team working collaboratively with our current representatives.

Your past experience in a sales function in a cemetery or funeral home (or software provider to the sectors) would position you well for success in this role.

### **Requirements:**

- 5+ years of sales experience within the cemetery funeral sector
- Ability to learn quickly and think critically and analytically
- High attention to detail, especially with regards to grammar, voice, and tone
- Strong interpersonal skills (e.g. listening, negotiating, facilitating)
- You would be a motivated self-starter that uses your initiative to drive success
- You would thrive on closing new business deals
- An ability to work in a mobile team-oriented environment and you would be comfortable working remotely
- Comfortable with structured processes and systems
- Familiar with CRM and Microsoft Office applications
- When possible again, travel may be an essential part of your role

You would use your initiative and your ability to think out of the box to excel in this role and in return you would enjoy strong rewards and a company environment that values the people in the organization.

### **Remuneration**

We offer a remuneration with a base salary commensurate with your experience and you would also earn strong commissions based on your performance.

### **Location**

We are a supporter of remote work and so the role is open to candidates at any location in the United States. You must be authorized to work for any employer in the USA - please do not apply if you are not.

Please email [ColinW@opusxenta.com](mailto:ColinW@opusxenta.com)

# Functional Consultant, ERP/CRM Specialist

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## *Job Description*

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Your past experience in a cemetery or funeral home (or software provider to the sectors) would position you well for success in this role.

## **About the role:**

We are a dynamic group of developers, designers, and consultants creating best of breed business software and websites for a diverse client base World Wide.

Ideally you are ambitious, creative, have a positive attitude and you have a penchant for logical thinking. Our team is self-driven, so we need people who can use initiative and strive toward innovative and expedient delivery. You would be team orientated but also capable of working autonomously.

## **Who Are You?**

To be considered for this role you will have the following essential experience / skills:

- 5+ years experience working in the consulting industry providing ERP/CRM/SQL type solutions.
- Proven track record in personally delivering systems to client's requirements and on budget.
- Bachelor degree in Finance/Business or other industry specific education.
- Very strong communication and interpersonal skills.
- Strong analytical skills and prior experience demonstrating sound problem solving and "out of the box" thinking.
- Ability to work in a team environment and also on your own, while meeting deadlines.
- Motivated team player with a positive attitude that has the ability to meet goals and a desire to achieve results.
- Experience in industry standard productivity tools and networks including Office 365, MS SQL, ERP Solutions, Marketing Automation, CRM.

## Specific Job Activities

- Perform Professional Consulting, Pre-Sales and Business Management (“Services”) for the Company and the Service Provider
- Provide software consulting services to the Company’s customers
- Attendance at operational meetings.
- Assist with the ongoing improvement of the service delivery methodology and documents.
- Evaluating system requirements, solution development and proposing solutions.
- Assist the sales team in pre-sales activities
- Review new technologies and keep yourself at the forefront of developments in solutions delivering.
- Working with other team members in our global departments to meet organisational goals.

### **What we are offering:**

- Full time Employment
- Competitive remuneration structure
- Exciting working environment
- Remote and working onsite client sites
- Generous professional development opportunities

### **How to apply:**

To apply for this position, please submit a resume and brief covering letter (no longer than two pages) which addresses:

**a) How your skills and experience suit the role**

**b) Your most significant and relevant**

**achievement. Sound like you? Apply now!**

Please email [ColinW@opusxenta.com](mailto:ColinW@opusxenta.com)

## Product Marketing Manager

OpusXenta is looking for a dynamic Product Marketing Manager who will drive the development and delivery of our go-to-market strategy, messaging, positioning, content and marketing campaign support. The ideal candidate is highly analytical and resourceful and has a track record of delivering results in a fast-paced and changing business environment.

Primary responsibilities include:

- Develop a strong understanding of our solutions, the functionality they provide and the benefits they offer to our customers. Understand the needs, buyer journey, language and overall mindset of the death care industry, and turn those insights into messages and programs that resonate with prospects.
- Create and execute compelling go-to-market plans to launch new products and achieve business goals. You will be instrumental in setting go-to-market strategy, and ensuring flawless execution and operations against the strategy.
- Drive ongoing competitive and trend analysis to inform product and marketing roadmaps. Identify new types of product needs based on user research, package those insights, and promote them in a way that drives customer adoption
- Work cross-functionally with product, engineering, sales and marketing to achieve business goals. Develop compelling audience-specific messages and partner with marketing programs management to deliver communications those messages to the market.

Deliver, test and evolve a variety of content, such as messaging, guides, whitepapers, solution briefs, datasheets and other product collateral.

### Requirements

- 3-5 years of experience in product marketing
- 3-5 years of experience in marketing to the death care industry
- Creative thinker capable of breaking down complex concepts
- Thrives in a fast-paced environment with a bias towards action
- Strong MS Office skills: Outlook, Excel, Word, and PowerPoint

### Location

We are a supporter of remote work and so the role is open to candidates at any location in the United States. You must be authorized to work for any employer in the USA - please do not apply if you are not.

Submit resumes via E-mail: [TammoS@opusxenta.com](mailto:TammoS@opusxenta.com)

August, 2020