



Revenue Operations Manager

Education Logistics, LLC

Reports To	Sr. Director, Account Management
Type	Individual Contributor
Function	GTM Operations / Revenue Operations

Founded in 1977, Education Logistics, LLC (Edulog) provides logistics solutions to school districts and bus contractors across North America. Edulog offers exciting opportunities to enhance your career as part of an industry-leading software company. You will join teams that improve student transportation systems through innovative technology across the U.S. and internationally — gaining invaluable experience, growing professionally, and thriving in a collaborative, creative atmosphere where your efforts are appreciated.

Position Summary

The GTM Operations Manager is a high-impact individual contributor who owns the systems, processes, and data infrastructure that enable us to book more business and retain more customers — efficiently. This role sits at the intersection of Sales, Customer Success, Marketing, and Finance, and is responsible for making the revenue motion faster, smarter, and more scalable.

This is not a reporting support role. The right person is a builder and problem-solver who is energized by removing friction — whether that means fixing a broken handoff between Sales and CS, automating a manual workflow, or ensuring the GTM stack gives every team member the information they need to do their job well.

You will own the tools, the data, and the processes that connect every stage of the customer lifecycle. If something slows us down or creates blind spots in the revenue motion, this role fixes it.

Key Responsibilities

GTM Systems & Tech Stack Ownership

- Own and administer the Salesforce CRM environment — data integrity, workflows, object model, user support, and ongoing optimization
- Evaluate, implement, and manage the broader GTM tech stack including CPQ, contract management, CS platforms, and revenue intelligence tools
- Lead integrations between Salesforce and adjacent systems (billing, finance, marketing automation) to ensure clean, consistent data flows across the customer lifecycle
- Proactively identify and implement automation and AI-enabled workflows that reduce manual work and improve speed across Sales, CS, and Marketing
- Own tool adoption — it is not enough to configure tools; this role ensures teams use them effectively



Revenue Process & Deal Operations

- Own and optimize the end-to-end revenue process from lead routing through close, onboarding, and renewal
- Define and enforce handoff standards between Sales, CS, and Finance to reduce gaps, errors, and delays
- Support deal review processes including pricing, discounting approvals, and contract accuracy prior to execution
- Maintain territory assignments, account routing logic, and quota tracking in Salesforce
- Manage and improve the weekly forecast process and tooling in partnership with Sales leadership

Retention & Customer Success Operations

- Build and maintain operational infrastructure that supports AMs & CS in managing renewals, expansions, and at-risk accounts
- Ensure health scores, renewal dates, and contract data are accurate and visible in the tools CS teams use daily
- Create workflows and alerts that surface retention risk early and enable proactive intervention
- Partner with CS leadership to identify process gaps that contribute to churn or delayed renewals

Reporting & Analytics

- Build and maintain dashboards and reports that give Sales, CS, Marketing, Finance and leadership real-time visibility into pipeline, bookings, and retention performance
- Own KPI definitions and ensure consistent metric calculation across teams (ARR, NRR, pipeline coverage, win rates, churn)
- Provide data support for business reviews, board prep, and strategic planning in partnership with Finance
- Track and report on GTM team productivity and activity metrics to support performance management

Cross-Functional Enablement

- Act as the operational backbone for GTM initiatives — when a new program, segment, or motion needs systems and process support, this role leads it
- Partner with Marketing on lead-to-close process, campaign attribution, and pipeline visibility
- Support sales compensation tracking and quota reporting in collaboration with Finance
- Maintain RevOps documentation, playbooks, and process guides so institutional knowledge is captured and accessible
- Support CRM data migration and system integration efforts for new entities or acquisitions

Qualifications

Required	Preferred
3–6 years in Revenue Operations, Sales Operations, or GTM Operations	EdTech Experience strongly preferred
Salesforce administration or power user experience	Salesforce Admin certification
Track record of owning and improving GTM systems — not just maintaining them	Experience with BI tools (Tableau, Looker, Power BI)
Strong analytical skills and comfort working with data across multiple systems	Hands-on experience with CPQ, CS platforms, and contract tools



Experience building dashboards and reports in Salesforce or comparable tools	Experience supporting or leading M&A integration work
Ability to work cross-functionally across Sales, CS, Marketing, and Finance	Exposure to AI-enabled GTM tooling (conversation intelligence, forecasting AI, etc.)
Solid understanding of SaaS metrics (ARR, NRR, churn, pipeline, retention)	
Background in both pre- and post-sale operations	

What Success Looks Like

In the first 6–12 months, the right person will have:

- You will inherit active CS and GTM initiatives and will be expected to take ownership quickly
- Audited the GTM stack and closed the most critical gaps in data quality and process coverage
- Built or improved dashboards that give Sales and CS leadership clear, reliable visibility into their business
- Reduced manual handoffs and process friction between Sales, CS, and Finance
- Implemented at least one meaningful automation that saves team time or improves data accuracy
- Become the go-to operational partner for the Sales and CS leadership teams

Who You Are

You are an operator at heart. You get energized by making systems work better and by the direct connection between operational excellence and business results. You are comfortable with ambiguity, move quickly, and know when to build a rigorous process versus when to ship a practical solution and iterate.

You are equally at home in a spreadsheet, a Salesforce flow builder, and a cross-functional meeting. You ask good questions, document what you build, and care about whether the people you support can actually use what you create.

You do not wait to be asked. You notice problems, flag them, and propose solutions.

What We Offer

- Competitive salary and performance bonuses
- Comprehensive health, dental, and vision insurance
- Flexible work arrangements
- Professional development opportunities
- 401(k) with company match
- Collaborative and mission-driven culture

TO APPLY: Submit a resume and cover letter to careers@edulog.com. Please note the position you are applying for, and your name, within the subject line. Applications will be reviewed on a rolling