

The Modra Technology Difference

EXPERTISE: Developing smart solutions to problems in the soft flooring industry

RESPONSIVE: Remote support & local technicians (AUS, USA, CHINA & EU)

TRUSTED: 30 years' experience, trusted and well known to deliver

PROVEN: Global results with machines sold across 30+ countries

modra

SALES SYSTEMS & CRM SPECIALIST

Position Information	
Employment Type:	<i>Full Time – Maximum Term Contract (up to 12 months)</i>
Contract term:	<i>This position is offered as a maximum term contract for up to twelve (12) months to support CRM implementation, system design and legacy data migration. Subject to performance and business needs, the role may transition to a permanent ongoing position as sales system functions expand.</i>
Hours of Work:	<i>38 hours per week, plus occasional reasonable additional hours</i>
Reports to:	<i>Sales Manager</i>
Conditions	<i>\$95,000 - \$105,000 base salary + 12% Superannuation + up to 10% Performance Incentive This position is classified in alignment with the Clerks – Private Sector Award [MA000002], Level 6. The salary offered is above Award minimum conditions.</i>
Location:	<i>Warragul (Initial On-Site Requirement with Structured Hybrid Flexibility)</i>
Working arrangement:	<i>The role will require an initial in-person onboarding and implementation period (approximately 6 weeks) at Modra's Warragul headquarters. Following system establishment and process embedding, a structured hybrid arrangement may be agreed based on performance and operational requirements.</i>
Organisation Information	
About Us:	<ul style="list-style-type: none">● Modra Technology is an Australian owned and operated company based in Warragul, Gippsland, with a client base spanning the globe. With over 25 years' industry experience.● Modra is committed to ongoing innovation. The Company has received multiple business awards for excellence in performance, success, and achievement within manufacturing and export, primarily serving the carpet manufacturing industry with cutting-edge products to support their continued success.● Modra has grown to serve over 200 customers across 35 countries, with over 400 of our machines located worldwide.● With revenue exceeding \$35m, Modra is a profitable and cash generative business looking to accelerate growth organically and via acquisition. To facilitate this, private equity firm Australian Business Growth Fund invested in Modra in 2025 to support and fast track this growth.
Our Culture:	<ul style="list-style-type: none">● Values<ul style="list-style-type: none">○ Innovation and Excellence

	<ul style="list-style-type: none"> ○ Customer-Centric Approach ○ Collaboration and Teamwork ○ Global Reach, Local Touch ● Modra is advancing the carpet manufacturing industry through decades of expertise and focused research and development. More recently, this focus has been around creating innovative automation solutions for the industry. ● The company is focused on solving customer problems and provides a high level of customer service. ● The health and safety of our team is always a priority as well as providing an environment where equal opportunity is embedded in the culture of Modra Technology.
The Role	<p>The Sales Systems & CRM Specialist is responsible for designing, implementing and optimising Modra’s HubSpot CRM platform (and any integrated sales systems) to support structured pipeline growth, accurate reporting and scalable sales processes.</p> <p>The CRM platform has been purchased but is yet to be fully implemented. System rules, pipeline architecture and reporting governance frameworks are not yet established. Legacy data migration will be staged only after system structure, governance rules and reporting architecture are defined and validated.</p> <p>This role will work in collaboration with the Sales Manager to:</p> <ul style="list-style-type: none"> ● Design CRM structure and opportunity lifecycle stages ● Establish system rules and governance standards ● Configure reporting aligned to sales performance goals ● Ensure the system is fit-for-purpose prior to data migration ● Build scalable processes that support current and future sales activity <p>The position acts as the expert system reference for the Sales team and proactively identifies opportunities for automation, reporting enhancement and data optimisation. The role translates commercial sales strategy into structured, scalable system processes that improve visibility and decision-making. This reduces non-value-adding administrative workload from Sales leadership and improves forecasting confidence. This is a system build and optimisation role - not a general administration position.</p>
12 month plan:	<p>In the first 12 months, the Sales Systems & CRM Specialist will:</p> <ul style="list-style-type: none"> ● Lead the full implementation and configuration of the HubSpot CRM platform (and any integrated sales systems) in collaboration with the Sales Manager, establishing pipeline architecture, opportunity stages and governance standards prior to data migration. ● Build structured reporting dashboards and forecasting frameworks aligned to sales performance objectives. ● Lead the staged migration and cleansing of hard copy and electronic legacy sales records to ensure data integrity and reporting accuracy. ● Embed disciplined system adoption across the Sales function through training, guidance and process documentation. ● Implement workflow automation to reduce manual administrative burden and improve efficiency. ● Establish a scalable CRM foundation capable of supporting future service, customisation and new product pipeline integration. <p>As system maturity increases, the role may expand to broader sales systems and revenue operations support functions.</p>

You and Your Team	<p>This position reports directly to the Sales Manager and works collaboratively with Sales, Operations, Finance and Shipping functions.</p> <p>The Sales Systems & CRM Specialist will act as:</p> <ul style="list-style-type: none"> • The CRM subject matter expert and trusted system reference for Sales. • A strategic partner in system design and process architecture. • The primary owner of pipeline data accuracy and reporting integrity. • A proactive driver of automation and continuous improvement. <p>This role requires both technical capability and strong commercial awareness.</p>
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<p>Role Information</p> <p>The role includes but is not limited to the following key duties, standards and compliance requirements:</p>
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Key Responsibility Areas	<p>CRM System Design & Implementation</p> <ul style="list-style-type: none"> • Collaboratively design CRM architecture and sales pipeline stages. • Establish governance rules, naming conventions and validation protocols. • Configure HubSpot CRM platform (and integrated systems) to align with commercial objectives. • Ensure reporting outputs support forecasting and decision-making. • Validate system readiness prior to legacy data migration. <p>Legacy Data Migration & Pipeline Establishment</p> <ul style="list-style-type: none"> • Convert hard copy A–Z sales folders and electronic records into structured CRM data. • Cleanse, standardise and de-duplicate legacy information. • Ensure historical data integrity supports meaningful reporting. <p>Reporting, Forecasting & Data Integrity</p> <ul style="list-style-type: none"> • Develop dashboards and sales reporting frameworks. • Ensure forecasting reliability and pipeline transparency. • Monitor data quality and proactively correct inconsistencies. • Continuously improve reporting accuracy and usability. <p>Automation & Continuous Improvement</p> <ul style="list-style-type: none"> • Identify and implement workflow automation opportunities. • Reduce non-value adding administrative burden from Sales. • Improve system efficiency and scalability. • Prepare system capability for future integration of service, customisation and new product pipelines. <p>Expert System Support</p> <ul style="list-style-type: none"> • Act as the trusted CRM subject matter expert for Sales. • Provide training and guidance to ensure disciplined system use. • Maintain system security, access controls and data governance standards.
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Work Environment and Physical Requirements:	<p>The position primarily operates within a standard office environment. Physical requirements and Health and Safety considerations specifically to this role include:</p> <ul style="list-style-type: none"> • <i>Sedentary tasks with occasional standing, walking and light lifting duties, including climbing of stairs (main office location)</i>
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	<ul style="list-style-type: none"> • Ability to make occasional visits to production areas as required. • Extensive use of computers and standard office equipment for daily administrative functions. <p>Employees are expected to maintain their health and well-being by adhering to ergonomic practices, taking regular breaks, and promptly reporting any concerns.</p>
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Selection Criteria People being considered for this role should be reviewed against the following criteria:	
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Employment Eligibility:	The person in this role is required to have the following: <ul style="list-style-type: none"> • Be an Australian Citizen, Permanent Resident or hold a valid work permit or visa • National Police Records Check which will comply with the 100-point proof of Identity Check
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Qualifications / Licenses:	Desirable <ul style="list-style-type: none"> • Formal qualification in Business, Sales Administration, Information Systems, Data Analytics <u>or</u> equivalent relevant experience. • Certification in CRM administration (e.g., Salesforce Administrator, HubSpot Certification or equivalent). • Training in data governance, business systems implementation or workflow automation. • Qualification or professional development in business analytics, revenue operations or sales process optimisation.
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Skills & Experience:	Essential <ul style="list-style-type: none"> • Demonstrated advanced experience administering Hubspot from implementation and design to development and optimisation of sales activities. • Experience establishing system rules, opportunity stages and governance standards during implementation or rebuild phases. • Strong understanding of sales pipeline lifecycle management and forecasting principles. • Advanced dashboard creation and reporting capability. • High level data cleansing, migration and validation experience. • Strong analytical capability with the ability to interpret data trends and identify reporting improvements. • Experience implementing automation workflows to reduce manual administrative tasks. • Advanced computer proficiency and systems literacy. • Excellent written and verbal communication skills. • Capacity to translate commercial objectives into structured system processes. • Ability to manage significant manual data conversion workloads with accuracy and discipline. Desirable <ul style="list-style-type: none"> • Experience implementing CRM systems in manufacturing, industrial or export-focused environments. • Experience integrating after-sales service or lifecycle tracking into CRM platforms.
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	<ul style="list-style-type: none"> • Exposure to marketing backend support or prospect database management. • Experience working within small, multi-functional teams. • Familiarity with broader revenue operations systems and integrations.
Personal qualities & traits:	<ul style="list-style-type: none"> • Reliability and accountability in maintaining system accuracy and data integrity. • Structured, systems-oriented thinking with strong attention to detail. • Commercially aware and revenue-focused. • Proactive and improvement-driven — actively identifies opportunities for automation and reporting enhancement. • Strong problem-solving capability. • Collaborative and communicative — able to work effectively with Sales, Operations and external system providers. • Confident acting as the expert system reference for the Sales team. • Ethical and trustworthy — maintains confidentiality of commercial, customer and sales information. • Adaptable and capable of working within a system build and implementation environment. • Self-motivated with the ability to operate independently once system foundations are embedded.
Key Selection Criteria:	<ol style="list-style-type: none"> 1. Demonstrated CRM Implementation Experience Proven experience designing, configuring or rebuilding a CRM system (specifically Hubspot in a sales context), including establishing pipeline stages, system rules and governance frameworks. 2. Sales Pipeline & Reporting Expertise Strong understanding of sales lifecycle management, forecasting principles and dashboard/report development aligned to commercial goals. 3. Data Migration & Governance Capability Experience cleansing, migrating and validating structured data, with demonstrated attention to accuracy and reporting integrity. 4. Automation & Process Optimisation Evidence of identifying and implementing workflow automation or system improvements that increased efficiency or reduced manual administration. 5. Commercial & Collaborative Capability Ability to translate sales strategy into structured system processes and work collaboratively with Sales leadership to embed best-practice system use.

How to Apply

Please submit your resume and a brief response addressing the 5 key selection criteria.

Applications will be reviewed progressively via SEEK. Applications that do not address the selection criteria will not be considered. All applications will be treated confidentially. Recruitment agencies are not invited to apply.