



50 Degrees North Pty Ltd
Innovation Building
Level 3, 192 Harbour Esplanade
Docklands, Victoria, 3008, Australia
<https://www.fiftydegreesnorth.com>
careers@fiftydegreesnorth.com

Sales Operations Lead - Australia

Division: Sales

Department: Sales Team, Australia

Reports to: Director of Global Sales

Location: Melbourne, Australia

Employment Type: Full-Time, hybrid

Working Hours: 9 AM - 5 PM, Monday to Friday

About Us

50 Degrees North is an independently owned travel company specialising in planning and organising complete travel experiences across the Nordic countries. Our team's diverse backgrounds and experiences contribute to a deep understanding of the region, ensuring our clients receive authentic insights and genuine recommendations – all infused with our passion for the Nordics.

As a certified B Corp, we adhere to high social and environmental responsibility standards. Joining our team means actively participating in our mission to make a positive impact on the world while doing what we love.

Our company culture is built on respect, collaboration, and a shared love for travel and the Nordics. We foster an inclusive and supportive environment where every team member's voice is valued. With regular team events, wellness initiatives, and opportunities for professional growth, working at 50 Degrees North is more than just a job – it's being part of a close-knit community passionate about making a difference.

Position Purpose

The **Sales Operations Lead** will be responsible for leading the performance and development of our Melbourne-based sales team, driving both revenue and margin growth while fostering a culture of collaboration, accountability, and continuous improvement.

This strategic leadership role focuses on optimising sales operations, enhancing customer service delivery, and aligning with 50 Degrees North's broader vision and goals. You'll work closely with Marketing and Product teams to maximise commercial outcomes and deliver exceptional client experiences.

As part of the senior leadership team, you'll oversee the Destination Specialists' daily effectiveness, identify process and performance improvements, and help shape the future of our APAC sales operations.

Success in this role requires proven sales leadership experience, strong commercial and analytical skills, and the ability to engage and motivate teams in a fast-paced environment. A deep understanding of Nordic destinations and the APAC travel market is an advantage.

Key Responsibilities

Strategic Leadership & Sales Growth

- Develop and implement sales strategies aligned with company vision and annual sales targets
- Monitor market trends, customer insights, and competitor activity
- Work closely with Marketing and Product teams to lay a strong foundation for sales growth
- Report monthly on sales performance to the Executive Team

Sales Operations & Efficiency

- Oversee and optimise each stage of the sales process
- Improve sales reporting and manage resourcing based on forecasts and trends
- Identify team capacity needs and ensure the right structure and processes are in place
- Collaborate with Finance, Marketing, Operations, and R&D teams
- Work closely with the 2IC to align on priorities, delegate, and maintain strong operational rhythm

Team Leadership & Performance Management

- Inspire and empower the team to achieve KPIs
- Mentor and coach team members for growth and development
- Conduct performance reviews and development conversations
- Lead weekly sales meetings to drive focus, alignment, and momentum

Customer & Stakeholder Engagement

- Confidently handle customer and partner escalations with care and professionalism

About You

Leadership & Collaboration

- Proven experience leading operational and/or sales teams
- Strong ability to motivate, inspire, and guide teams to succeed
- A natural people-person with a balance of operational and analytical skills
- Thrive in a fast-paced, entrepreneurial environment
- Stay calm and effective under (manageable) pressure

Strategic & Analytical Thinking



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- Strategic mindset with strong analytical and commercial acumen
- Confident interpreting sales data and acting swiftly on insights
- Enjoy solving problems and improving ways of working

Organisation & Execution

- Highly organised and efficient
- Excellent prioritisation and time management skills