



JOB DESCRIPTION

Customer Solutions Specialist

Company Overview:

Barnacle Systems Inc. is an award-winning marine electronics innovator with a waterfront office in Victoria, BC. At the heart of our mission lies the ambition to "re-invent how people check on their boats", safeguarding recreational and government vessels alike. As we stride forward in our venture, we're also deeply committed to environmental protection, taking the lead against the risks posed by abandoned boats. Our commitment to innovation, quality, and customer service sets us apart in the marketplace. As part of our vibrant team, you'll step into a world where every voice is cherished, and every perspective contributes to the tide of innovation.

Job Summary

As a Customer Solutions Specialist in Victoria, BC, you will be the technical bridge between Barnacle's products and our customers—supporting pre-sales technical discovery, product demonstrations, solution design, and post-sale customer success.

You'll work closely with marine electricians, electronics specialists, dealers, and integrators to help them confidently adopt Barnacle's solutions. You will play a direct role in increasing sales conversion, improving customer retention, and growing dealer/channel success by ensuring customers receive the right technical guidance before and after purchase.

This role is ideal for a hands-on technologist who enjoys customer-facing work, solving real-world installation problems, and influencing buying decisions through credibility and clear communication.

This position may be required to work East Coast business hours to support customers and partners across that region.

Key Responsibilities

Pre-Sales Support

- Partner with sales to qualify leads through technical discovery (requirements, environment, constraints, integration needs).
- Recommend solutions and configurations that best fit the customer's boat/network/system design.
- Provide technical product demonstrations (remote and in-person) for customers, dealers, and installers.

- Assist with proposal content: technical scope, integration notes, installation requirements, and compatibility details.
- Support evaluation trials and proof-of-concept deployments to drive purchase confidence.

Customer Success and Enablement

- Onboard new customers and dealers to ensure fast, successful deployments.
- Deliver installer training sessions and create enablement materials that improve product adoption.
- Provide high-quality remote support to technicians during live installs, reducing failed installs and improving satisfaction.
- Act as a technical relationship owner for key dealers/installers to help grow repeat sales and referrals.

Technical Expertise / Solution Support

- Provide expert guidance on IP networking topics, including VLANs, routing, multi-WAN, and camera protocols (ONVIF/RTSP).
- Troubleshoot and resolve integration issues involving IP cameras, sensors, smart devices, and network systems.
- Assist with installation design for real-world marine environments (power, mounting, connectivity, wireless constraints).

Voice of Customer / Product Feedback

- Gather customer feedback and identify recurring objections, friction points, and feature needs.
- Work with internal teams to improve product documentation, installation processes, and customer-facing technical content.
- Help refine messaging by translating technical value into customer outcomes (reliability, security, simplicity, uptime).

Industry Presence

- Represent Barnacle at trade shows, dealer events, and industry meetings as a technical product expert.
- Build credibility with installers and partners by being visible, responsive, and technically sharp.

Qualifications, Experience and Abilities

- Completion of a 2-year technologist program or higher in a related field (Electronics, Marine Engineering, Computer Science, etc.).
- Minimum 5 years experience in a technical customer-facing role (technical support, field service, applications engineering, solutions engineering, etc.).
- Strong working knowledge of IP networking, including VLANs, routing, and multi-WAN setups.
- Experience working with IP camera systems and related protocols (ONVIF, RTSP) and/or smart/IoT device integration.
- Working knowledge of boating environments and installer realities (marine electricians, onboard power/network constraints, typical installation workflows).
- Familiarity with NMEA2000 networks and marine electronics integration concepts.
- Comfortable communicating technical concepts clearly to non-technical and semi-technical audiences.
- Strong written communication skills (email clarity and attention to detail are essential).
- Highly self-directed: able to manage multiple customers and priorities without losing track of follow-ups.
- Willingness to travel occasionally for training, customer installs, or industry events.
- A valid passport for international travel.

Bonus Experience

- Experience supporting channel partners/dealers.
- Prior trade show/dealer event experience.
- Experience producing enablement material (installer guides, training documents, etc.).