

Position Profile

CRM Data Analyst

Calgary or Edmonton, Alberta

The Opportunity

Based out of Calgary or Edmonton, the CRM Data Analyst will be a core member of the Invest Alberta Corporation (“IAC”) team supporting expansion, management, business development activities and outcomes. You will be responsible for the implementation, optimization, and support of IAC’s Customer Relationship Management (CRM) system. This system is key to tracking and providing metrics for potential clients, contacts, and resources of IAC.

You are an adaptable, analytical and results focused individual with strong reporting and CRM knowledge. You can manage multiple requests and projects with competing deadlines effectively, and love to answer problems with data. You have strong customer service skills in providing information to stakeholders to help solve business needs.

Primary duties:

- Manage quality and consistency of data, train users, generate reports and input data to support IAC’s initiatives and mandate.
 - Implement effective data management practices and identify efficient methods to organize, store, and analyse data.
 - Work with functional areas within the organization to identify, analyze, structure, prioritize, sequence, and capture significant business process redesign and improvement opportunities.
 - Develop and continually evolve reporting metrics and dashboards over time to the required standard for monthly Board of Directors reporting.
 - Contribute to the development of corporate reports including the annual report and business plan.
 - Provide timely insights and analytical support to the senior leadership team.
 - Spearhead work across all areas and offices to help them maintain timely, accurate, and uniform documentation of all records in the CRM system.
 - Assist with administrative duties related to research & business intelligence.
 - Mine and clean data in preparation for analysis.
 - Continual optimization of the CRM system to enhance usability, advising on best practices, and recommending process improvements to ensure scalability and efficiency.
 - Create and maintain user permissions, profiles, data entry standards, and data visibility to ensure compliance with privacy and security requirements.
 - Develop, document, test and implement the CRM platform, ensuring the design and functions meet the needs of the organization.
 - Demonstrate continuous improvement and critical thinking skills to relentlessly create high quality deliverables.
 - Other duties as required.
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Team coordination duties:

- Function as a resource to the entire Invest Alberta team.
- Develop, maintain, and strengthen professional working relationships across the organization and its partner network.
- Work collaboratively with others, forging connections.
- Discreetly manage confidential information and data – always adhering to privacy and confidentiality.
- Actively support the team; working to prevent and solve problems which may arise from working relationships among individuals and/or teams.
- Stay current by continuously updating job and industry knowledge – exhibiting a keen desire to self-develop and improve.
- Leverage technology to improve organization, communication, and efficiency.
- Understand the Company’s business model, how to create value and how change impacts all areas of the organization; be a positive change agent.
- Actively build and maintain an inviting company culture.

Qualifications

- A relevant undergraduate degree such as computer science, information management, economics, statistics, finance, math, or other relevant degree; equivalent experience will also be considered.
- Demonstrate technical aptitude and experience supporting web-based applications.
- Skills for both analyzing technical concepts and translating them into business terms and for mapping business requirements into technical features.
- Knowledge of software development process and design methodologies.
- Must be organized, meticulous and able to perform in a fast-paced environment.
- Excellent oral and written communication skills.
- Project management experience including the ability to juggle competing demands from marketing, internal clients, and management.
- Excellent ability to collaborate with all groups in the organization.
- Experience using Salesforce CRM system or other CRM system is an asset, as is experience working in a crown corporation or government agency environment.
- Salesforce product certifications are an asset.

About the Organization

IAC works directly with investors to attract high-value and high-impact investments to the province. We bring industry, government partners, and economic organizations together to offer seamless services that make it easy for investment to flow into the province. With a strong entrepreneurial culture, we are taking new and innovative approaches to investment attraction.

Our clients come from a wide variety of backgrounds, and so do we. IAC is proud to be an equal opportunity workplace. In recruiting for our team, we welcome the unique contributions that you

can bring in terms of your education, culture, gender, race, sexual orientation, religious or ethnic backgrounds or physical abilities.

How to Apply

Interested in being a part of a dynamic organization that was designed to have a positive impact on Alberta's future? If you are looking for an exciting and unique opportunity, to make a difference, and make connections while earning a competitive salary with comprehensive benefits, apply by including a cover letter, resume, and salary expectations to hr@investalberta.ca.

Closing Date: Open until a suitable candidate is found.

Thank you for your interest in IAC.

Only those candidates selected for interviews will be contacted. No phone calls please.

To learn more about IAC & this position please visit: investalberta.ca
