

Position Profile

Business Intelligence & CRM Analyst

Calgary or Edmonton, Alberta

The Opportunity

Based out of Calgary or Edmonton, the Business Intelligence & CRM 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 will also enhance how we collect, manage, and leverage data to drive business performance and reporting. This position plays a pivotal role in transforming data into insights that support evidence-informed decision-making, strategy development, and organizational transparency.

As an expert on Salesforce CRM and reporting tools, you will work across all departments to design KPIs, create dashboards in Power BI, train users, and support high-quality reporting – including executive dashboards, board reports, and performance summaries.

This is an ideal opportunity for a technically skilled, analytical thinker who is also personable and effective at communicating with both technical and non-technical teams.

Primary duties include:

CRM Management & Optimization

- Configure, maintain, and optimize Salesforce CRM to align with business workflows and strategic objectives.
- Ensure CRM data integrity, enforce data entry standards, and implement data governance protocols.
- Work with functional areas within the organization to identify, analyze, structure, prioritize, sequence, and capture significant business process redesign and improvement opportunities.
- Create and maintain user permissions, profiles, data entry standards, and data visibility to ensure compliance with privacy and security requirements.
- Advise teams on CRM best practices and lead ongoing system enhancements.

Business Intelligence & Reporting

- Design and maintain dashboards and KPIs using Power BI and Salesforce reports.
- Analyze internal and external data to produce actionable insights and visualizations for leadership and board-level reporting.
- Develop standardized and ad hoc reports to monitor organizational performance and support strategic planning.
- Contribute to corporate reporting initiatives including the annual report, business plan, and performance metrics.

Training & Enablement

- Lead training for new and existing CRM users – including live sessions, SOPs, manuals, and video tutorials.
- Serve as the go-to resource for user support and training around data entry, reporting, and dashboards.

Survey Management & Insights

- Oversee the annual Client Perception Survey and Partner Perception Survey, including survey design, distribution, and analysis.
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- Present findings and insights in clear, actionable formats to support stakeholder engagement and service improvement.

Collaboration & Communication

- Work across teams to embed data-informed decision-making throughout the organization.
- Translate complex data concepts into accessible insights for diverse stakeholders.
- Collaborate on cross-functional initiatives related to research, business intelligence, and system improvement.

Additional Responsibilities

- Stay current on emerging technologies and tools (e.g., AI-driven analytics, automation).
- Support after-hours activities as needed to ensure smooth operations and reporting deadlines.
- Promote a culture of continuous learning, efficiency, and data transparency.
- Other duties as required.

Qualifications

Essential qualifications include:

- Relevant undergraduate degree such as economics, computing science, information management, statistics, math, or other relevant degree; equivalent experience will also be considered.
- Demonstrate technical aptitude and experience supporting web-based applications.
- Proficiency with Power BI, data visualization, and dashboard development.
- Strong data analysis and reporting skills, including SQL or other query languages.
- Proven experience training users and producing clear, effective documentation.
- Must be organized, detail oriented 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 customers, and management.
- Excellent ability to collaborate with all groups in the organization.
- Ability to manage competing deadlines and work occasional flexible hours

Asset qualifications include:

- Experience using Salesforce CRM system.
- Experience working in a Crown corporation or government agency environment.

About the Agency

Invest Alberta Corporation (IAC) works directly with investors to attract high-value and high-impact investments to the province. With 11 international offices located in key markets around the world, 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.

The Government of Alberta established Invest Alberta as a Crown corporation to promote Alberta as an investment destination, generate leads and cultivate investor and partner relationships, and provide support services to high-impact and high-value investors.

Our clients come from a wide variety of backgrounds, and so do we. Invest Alberta Corporation 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 identity, religious or ethnic backgrounds or physical abilities.

How to Apply

Interested in being a part of a new, 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 email, including a cover letter, resume, and salary expectations to:

hr@investalberta.ca.

Closing Date: 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
