Position Profile

CRM Data Analyst

Calgary or Edmonton, Alberta

The Opportunity

Invest Alberta Corporation (IAC) is dedicated to driving economic growth and fostering a business-friendly environment. IAC attracts high-impact, high-value investments by building on Alberta's strengths and competitive advantages to create and win opportunities that make Alberta's economy the most dynamic in North America. IAC strives to create a client and employee experience that aligns with our values; accountable, solution-minded, collaborative, trustworthy, and inclusive. By joining IAC, employees become part of a community of passionate service-oriented people who embody Alberta's entrepreneurial spirit.

Position Overview

In the role, the successful candidate 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.

Primary duties:

- Manage quality and consistency of data, train users, generate reports and input data to support Invest Alberta's initiatives and mandate.
- Develop and continually evolve the reporting metrics and dashboards over time to the required standard for monthly Board of Directors reporting.
- 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 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, 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 create high quality deliverables.
- Facilitating weekly check-ins with external IT vendor to review progress of support items
- Management of IT asset inventory and maintaining oversight of hardware-related deficiencies
- Approving new hardware, upgrading existing hardware
- Overseeing the management of IAC's cybersecurity and compliance
- Managing SharePoint and related Microsoft ecosystem collaboration tools

- Maintaining & creating Microsoft Power Platform workflows
- Training and onboarding staff, setting up licenses and access
- Reviewing and cataloguing SOC reports for vendors ahead of audits
- Facilitating company-wide internal IT satisfaction surveys and vendor reviews
- Support Invest Alberta team members and operations as required.

Qualifications

- Relevant undergraduate degree such as economics, computing science, information management, statistics, finance, math, or other relevant degree; equivalent experience will also be considered.
- Demonstrate technical aptitude and experience supporting web-based applications.
- Must be organized, meticulous and able 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.
- Experience using Salesforce as a CRM system is an asset as is experience working in a Crown corporation or government agency environment.

Why Join Invest Alberta?

You will work alongside a passionate team dedicated to attracting investment, creating jobs, and showcasing Alberta as one of the world's most competitive jurisdictions for energy development and innovation.

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: 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