

Position Profile

Coordinator, CRM Performance

Location: Calgary or Edmonton

Role Required

Seeking a Coordinator, CRM Performance for the Invest Alberta Corporation.

Role Description

Based out of our Calgary or Edmonton office, the Coordinator CRM Performance is responsible for the development, implementation, training, optimizations and support of IAC's Customer Relationship Management (CRM) system. This system is key to tracking and providing metrics for the potential clients, contacts and resources of IAC.

As the primary point of contact for the Invest Alberta CRM system for the organization, you will be a core member of the Invest Alberta team supporting the expansion, management, business development activities and outcomes of the Invest Alberta international network. Your specific responsibilities include the following:

Implementation and Adoption of the CRM System

- Development, documentation, testing and implementation of the CRM platform, ensuring the design and functions meet the needs of the organization.
- Support the international network to transition from current to new CRM system, including training, set up, user engagement and adoption.
- Provide CRM knowledge, trends, insights, best practices, procedures and regulations as the internal CRM expert.

Reporting, Optimizations, Customer Support

- Develop and continually evolve the reporting metrics and dashboards over time to the required standard for monthly Board of Directors reporting.
- Providing best-in-class customer service and support for new and existing CRM users.
- Continual optimization of CRM system to enhance usability, advising on best practices, and recommending process improvements to ensure scalability and efficiency.
- Provide support to board processes and needs, including activities of individual board members in Invest Alberta programming.
- Support the development of required reporting into the Jobs, Economy and Innovation (JEI) department of the government, including the annual report, business plan, and quarterly reporting.
- Develop process maps for Invest Alberta initiatives including Memorandum of Understanding (MOU) and Non-Disclosure Agreements (NDA).
- Assist in the creation of an enterprise risk management plan which identifies and manages business and project risks.
- Create and maintain user permissions, profiles, data entry standards, data visibility to ensure compliance with privacy and security requirements.

Projects

- Undertake investment attraction priority research initiatives.
- Provide ad-hoc project support on major mission and business development initiatives.
- Support the CEO and COO on occasional projects or engagements when required.
- Support special projects and other duties as assigned.

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 solve problems with data. You have well developed customer service skills in providing information to stakeholders to help solve business needs.

About the Agency

Invest Alberta Corporation 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.

Skills & Experience

Essential qualifications include:

- Relevant undergraduate degree or equivalent education and experience.
- 3-5 years' experience supporting sales, lead generation, business development and marketing with CRM systems including Salesforce, Hubspot, Dynamics, Netsuite or similar
- Must be organized, detail oriented and able perform in an intense environment with the ability to understand complex problems and adhere to critical time constraints.
- Demonstrate technical aptitude for and experience supporting web-based applications and SaaS solutions.
- Analytical and analysis experience and superb organizational skills.
- Excellent verbal and written communication skills in English.
- Working knowledge of Alberta's economy and investment landscape.

Specialized Knowledge and Experience

Asset qualifications include:

- Previous experience implementing a new CRM system.

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 now with a current resume and cover letter through [indeed](#).

Closing Date: April 23, 2021