CRM and Database Administrator

Reporting to the Director, Information Technology, The CRM and Database Administrator is primarily responsible for enabling and optimizing Tennis Canada data-driven capabilities. The ideal candidate has experience building a stable data environment and implementing new technology, driving cross-functional adaption of CRM tools and strategies (Salesforce, Ticketmaster, Stellar Algo) and partnering with business teams on reporting and prioritization.

Responsibilities
- Be the centralized owner of TC databases and CRM software, to include stabilizing the data environment, organizational comprehension of database and CRM components, and ensuring data-driven capabilities are leveraged in marketing and sales efforts;
- Management of CRM capabilities roadmap, implementation of new CRM technology, and the automation of system and list processes;
- Execute the implementation and maintenance of a Salesforce platform;
- Lead initiatives to acquire new fan data and additional sources of existing fan data to be added to the database
- Employ data governance methodologies to ensure cleanliness of databases appropriate use, including dashboards to monitor and ongoing audits of system/processes;
- Analyze customer database and segment into meaningful clusters that allow differentiation in communications
- Develop prioritized reports for sales teams and setup associated workflows within CRM systems, including training on CRM software;
- Create authentic and collaborative relationships across the organization while serving as main technical point of contact for internal clients and external vendors on CRM systems and Databases.

Qualifications (Skills)
- Bachelor's degree in Computer Sciences, Computer Engineering and /or other related programs;
- 4+ years of experience in CRM, database management and data governance is required;
- 3+ years of experience with CRM software for sales teams (e.g. Salesforce, Stellar Algo,Ticketmaster) is required; Demonstrated proficiency with data querying and coding languages; JavaScript, Angular, SQL, and Python preferred;
- High degree of proficiency with Microsoft Office;
- Ability to design and create analytical dashboards;
- Experience with cross-team project management and prioritizing multiple tasks concurrently based on larger goals;
- Excellent communication skills and comfortable presenting with all levels of the organization;
- Strong time management, interpersonal skills and the ability to multi-task within a fast-paced environment;
- Positive team player with excellent interpersonal skills;
- Ability to work flexible hours as needed, including but not limited to evenings, weekends and holidays.

What does Tennis Canada offer you?
- To be part of a dynamic organization that makes a difference across Canada and be at the heart of a world-class sporting event such as the Rogers Cup;
- Comprehensive and advantageous benefits plan;
- Competitive salary according to experience;
- Join the organization that sets the standard and always strives for excellence. Be part of an innovative, vibrant and passionate team.

Apply now!
Send us your resume at resumes@tenniscanada.com