



## OPPORTUNITY

Title: Manager, CRM

Location: Oakville, Ontario

Reports to: Managing Director Marketing

Ideal Start Date: February 20, 2018

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## OVERVIEW:

The ideal candidate will be a self-motivated individual that is eager to learn and utilize new and emerging technologies. They must have previous experience supporting sales, marketing, and customer service teams using online CRM applications. As well as a unique background and technical aptitude in understanding and supporting various marketing, communications, product, and information technology requirements.

## PRIMARY DUTIES:

- Manage and act as primary support person for the daily operation, maintenance, extension of and troubleshooting for Golf Canada's Infor CRM system;
- Provide database management / support services for Microsoft SQL technologies;
- Develop process guidelines and best practice documentation for the continued and successful adoption of this platform across the organization;
- Advocate for the CRM, promoting and facilitating adoption for internal and external stakeholder groups;
- Develop and manage processes for maintaining data integrity and managing additional data import and export;
- Assist in the design, testing, and deployment of new applications and enhancements within the CRM platform;
- Articulate technical requirements and obstacles to both technical and non-technical stakeholders and users;
- Create and manage email-marketing campaigns to identify opportunities and optimize future campaigns;
- Assist in marketing campaign creation and execution, insight and analysis which includes report writing, extracting, and analyzing data.

## REQUIRED SKILLS, KNOWLEDGE, & ABILITIES:

- Post-secondary education or equivalent experience with a Marketing or IT discipline;
- Proven experience as a lead in a CRM management role;
- Functional and technical expertise with analytical systems such as SAAS CRM and Crystal Reports;
- Demonstrated knowledge of database design, data techniques, and relational databases (Microsoft SQL);
- Excellent communication and presentation skills (verbal and written);
- Self-motivated, detail-oriented and organized;
- Good analytical and problem-solving abilities;
- Able to work independently and efficiently to meet deadlines;
- Excellent team player who is able to collaborate with others;
- Aptitude for numbers and the ability to synthesize many sources of information efficiently;
- Experience managing or coordinating integrated marketing campaigns (online, mobile, social, traditional media);
- Previous experience managing email marketing application environments (HTML experience is considered an asset);
- Saleslogix and/or Salesforce experience is considered an asset;
- Golf knowledge and Bilingualism (English and French) is considered an asset.

## **HOURS OF WORK:**

Golf Canada's regular hours of work are 40 hours per week, namely Monday to Friday, 8 hours a day and 5 days a week including a one hour lunch. However, the demands of your position may require your hours of work to vary to meet the objectives of your employment. Due to the nature of this position, there may also be some travel required and the need to work some weekends.

## **APPLICATIONS:**

Golf Canada - Human Resources

1333 Dorval Drive, Suite 1

Oakville, ON L6M 4X7

Email: [resumes@golfcanada.ca](mailto:resumes@golfcanada.ca)

Visit: [www.golfcanada.ca](http://www.golfcanada.ca)

One (1) position available. Golf Canada will interview up to five (5) candidates. Forward cover letter and resume, **by e-mail or mail only, NO PHONE CALLS PLEASE** to the above contact by **12:59pm, February 14<sup>th</sup>, 2018**. Golf Canada thanks all applicants but will contact only those who will be invited for an interview.

Golf Canada has four core values "Respect, Responsiveness, Inclusion, Purposeful" and while these are included in each employee's offer of employment and annual employment letters, these core values are also an integral part of the Golf Canada recruitment, hiring, and annual review process.

Golf Canada is committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation during any stage of the recruitment process, please notify Human Resources at 905-849-9700.

Golf Canada is dedicated to employment equity and fostering diversity within the workplace in order to build an inclusive workforce where all employees have the opportunity to reach their potential.