



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

POSITION DESCRIPTION

POSITION: CRM/Data Specialist

REPORTS TO: Director of Digital Content & Engagement

STATUS: Non-Exempt

JOB SUMMARY:

This position is responsible for the accuracy, integrity, and performance of the Convention & Visitors Bureau's comprehensive customer/partner relationship management (Simpleview CRM) database. This position works directly with partners to enter and update account and contact data, enforce data standards, generate reports, and collaborates with staff to ensure proper data integration into other platforms and database projects on an ongoing basis. The position uses various analytics and third-party data sources to provide insight and measurement of organizational goals and strategies.

ESSENTIAL FUNCTIONS:

- Serve as the in-resource for customer relationship module. Attend regular Simpleview webinars relating to CRM functionality.
- Create standards and manuals for all sections of the database and conduct training sessions, as needed, for staff to ensure proper usage of the CRM.
- Performs routine data maintenance to ensure accuracy of the database.
- Manages support hours and projects based on the needs of the various departments.
- Works with the membership department to ensure the member/partner data is accurate.
- Import data from various third-party sources.
- Oversees programs to encourage members' participation in the CRM Extranet 4.0 (Member Portal) including conducting training sessions for members to ensure proper usage of the member portal.
- Reviews all listings, coupons, and events as they are updated/added proofing for accuracy and compliance to the record standards.
- Generates monthly, quarterly and yearly reports that are presented to executive staff and stakeholders.



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- Develops distribution lists from the CRM for mailings, newsletters and other efforts of the CVB.
- Compiles data from analytics programs and third-party data sources to provide insight and measurement of organizational/departmental goals and strategies.
- Other projects and responsibilities may be added at the Chamber/Bureau's discretion.

JOB REQUIREMENTS AND QUALIFICATIONS:

Education:

- Four-year college degree or equivalent.

Knowledge & Experience Requirements:

- Experience with database management, preferably with Simpleview CRM.
- Critical thinking and attention to detail are imperative.
- Ability to manage multiple projects at once.
- Strong written and oral communication skills.
- Ability to interact positively and effectively and work collaboratively with staff, members and agency partners.
- Must have experience with Windows environment.

This job description provides only general information about the position. The list of responsibilities, qualifications, skills, and other details is not all-inclusive and may be subject to change.

TO APPLY

Each qualified candidate is invited to submit a cover letter, resume and salary history to: hr@visitparkcity.com.

The position is open until filled.