



Ilitch Sports and Entertainment Job Description

Job Title: CRM Manager – Ticketing

Department Name & Number: Business Analytics

Reports To: Director – CRM

JOB SUMMARY

The CRM Manager will aid the Director, CRM and the Business Analytics team. This person will focus on the Detroit Tigers Ticketing CRM system and strategy and play a secondary role to the Detroit Red Wings team. They will oversee the day-to-day management and execution of the company's Microsoft Dynamics CRM system and utilize data to assist with sales and marketing efforts - assisting with lead procurement, market segmentation, customer retention, and overall sales campaign strategy.

ESSENTIAL JOB FUNCTIONS

Sales & Marketing Support

- Identify and implement, as needed, custom solutions to enhance business processes; serve as liaison between Ticketing and Business Analytics Departments.
- Maximize internal adoption of CRM by working cross functionally with various departments, IT and end users to identify, document, and communicate business processes.
- Train and support users on the CRM system and best practices.
- Lead procurement for sales and marketing campaigns.
- Lead assignment based on inbound inquiries and marketing campaigns.
- Sales campaign management through pipeline management and campaign analytics.
- Facilitate the development of sales and service strategy through reporting and analysis.
- Manage relationships with external consultants and data providers.
- Manage relationships with internal departments: Ticketing, Corporate Partnership, Premium, Finance, and Legal.
- Help manage and train CRM Coordinator.
- Create reporting on various items such as sales, campaign metrics, and strategic projects.
- Stay abreast of CRM and analytics best practices, trends and regulations and provide consultation.

System Maintenance

- Assist in the day-to-day administration of CRM platform (Microsoft Dynamics 365) including user management, data hygiene and data manipulation.

- Modify the front end of CRM to consolidate and display information based on needs.
- Coordinate data integration with various vendors and data providers.
- Automation utilizing Microsoft Dynamics.
- Conduct basic data entry.

Data Integrity

- Ensure that the data available to users and is accurate and complete through the data architecture, cleansing process and system design.
- Ensure legal compliance and maintain that the database is being used correctly.

POSITION QUALIFICATIONS

- Bachelor's degree in quantitative or business discipline (e.g., computer science, database systems, mathematics, statistics, economics, marketing, etc.).
- At least 3+ years or related experience; time in the sports and entertainment industry preferred.
Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work
- Experience with CRM software required.
- Experience with ticketing software preferred (Ticketmaster / Archtics, Tickets.com / ProVenue).
- Strong analytical and problem-solving skills.
- Demonstrated ability to manage multiple complex projects, produce high quality deliverables within assigned deadlines.
- Excellent multi-tasking ability.
- Excellent communication, interpersonal, problem-solving, and decision-making skills.
- Highly self-motivated individual with superior attention to detail and a desire to deliver exceptional results for business objectives.
- Proficient in Microsoft Office products, especially Excel.
- Experience using Data Visualization Software and/or SQL preferred.
- Demonstrated cross-functional collaboration. Ability to deliver information up to stakeholder management.
- Possess the highest integrity and ethical standards.