



UBS Arena

New York Islanders Hockey Club & UBS Arena at Belmont Park

Job Title: Manager, CRM Administration

About the Islanders and UBS Arena

The New York Islanders Hockey Club is one of the most iconic franchises in professional sports with a deeply passionate and loyal fanbase. We've won four consecutive Stanley Cups in the early 1980s and are well on our way to add to that legacy. The next few years will be action-packed as we complete our world-class, state-of-the-art arena, reposition our brand and prepare to reclaim the Stanley Cup.

UBS Arena is the first third-generation arena in New York and the new home for the New York Islanders. On the grounds of historic Belmont Park, UBS Arena is Made for Music and Built for Hockey; designed to deliver superior concert acoustics and unforgettable experiences for both music and hockey fans. UBS Arena will attract a roster of world-class artists and diverse music genres and expects to host more than 150 major events annually

About the Role

The Manager, CRM Administration will be responsible for the managing the day-to-day operations of our Salesforce CRM system. This position will work with various stakeholders who use the CRM system, including Ticket Sales, Ticket Service, Corporate Partnerships, Strategy & Analytics, Finance, Legal and Operations. This role will serve as the point person for lead management and tracking customer touchpoints. This role will also develop the CRM system to ensure clean user workflow and seamless system integrations.

While You're Here, You Will:

- Serve as primary system administrator and subject matter expert for the Salesforce CRM environment
- Serve as primary administrator of sales and service campaigns, providing insights on how to enhance the lead management and fan service processes
- Analyze sales campaign performance and provide recommendations on how we can amplify our sales and service strategy
- Create processes, triggers and rules to automate data management and business workflow
- Manage CRM data flow and quality across business operations departments, including Ticketing, Premium, Corporate Partnerships, Legal, Finance, etc.
- Manage integrations between CRM and our other data sources (e.g., Formstack, ZoomInfo, etc.)
- Partner with Strategy & Analytics team and third-party service providers to define and translate business requirements into CRM development
- Identify, design, develop, and implement system enhancements as required/necessary
- Assist with questions from CRM users regarding functionality and workflow
- Lead the training of new users and grow the CRM proficiency across the organization
- Develop reporting in Tableau or within the CRM environment to provide transparency to business operations staff



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Who You Are:

- Undergraduate degree in a quantitative field, such as Computer Science, Information Systems, Mathematics or Statistics
- 2-3 years of experience in Salesforce administration
- Strong knowledge of SQL and Excel
- Strong knowledge with Tableau
- Experience using Python to automate processes is preferred
- Strong understanding of relational business databases
- Ability to deconstruct business requirements and develop solutions within business systems
- Passion to learn and develop new technologies and train others
- Demonstrated ability to manage and deliver on multiple competing priorities simultaneously
- Excellent ability to translate and communicate technical concepts to all levels of the organization
- Excellent attention to detail

How You Are:

- **Flexible:** Switch gears on a moment's notice and adapt to shifting priorities
- **Motivated:** Leverage your personal skills to drive results and influence the business
- **Autonomous:** Manage your own time, work independently, and prioritize tasks
- **Collaborative:** Liaise with cross-functional internal teams and establish positive relationships
- **Accountable:** Take ownership of your work
- **Innovative:** Propose and execute effective programs and proven practices to achieve success

What's In It for You:

- Contributing to the business growth for an iconic NHL® franchise and a new, fan-first top of the line sports & entertainment venue
- Comprehensive medical and dental benefits
- 401K
- Paid Time Off
- Flexible, hybrid work environment
- Complimentary tickets for select NYI home games and access to concerts, shows and performances
- Employee discounts at Isles Lab

The Fine Print

The New York Islanders and UBS Arena are equal opportunity employers and value diversity at our organization. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.