

The Tennessee Titans are looking for a strategic and driven individual to oversee all CRM activity, including lead distribution strategy, analysis, reporting, and optimization to support revenue streams and customer service goals. This role will be responsible for daily platform maintenance, distribution of new leads to sales team, developing and implementing essential dashboard reports for upper management, and training all ticketing and corporate sponsorship personnel on SSB Discovery CRM.

The Manager will report to the Director of Business Intelligence and work closely across the Ticketing, Corporate Partnerships, and Finance teams to ensure success of our sales and service teams.

Responsibilities:

- Oversee the management and on-going maintenance of the organization's CRM system, including processes and workflow, to ensure maximum productivity and efficiency
- Generate new sales leads using multiple database resources
- Continuously maintain an effective sales funnel strategy with ability to communicate strategies to management and sales teams for successful implementation
- Develop a lead generation model for the sales teams through CRM behavioral and sales data
- Monitor existing customer relationships and set specific marketing, warming and retargeting strategies to retain customers and optimize lifecycle initiatives and customer journey
- Provide training for all CRM users while continuing to develop and improve training processes for the sales and service team members
- Manage and fulfill specific CRM requests from both the management team and sales/service teams regarding renewals, ticket sales, campaign tracking, and other initiatives including gathering requirements, designing reports, developing benchmarks, and identifying opportunities for optimization
- Generate and analyze daily/weekly/monthly/quarterly reports and dashboards that measure productivity as well as actual results compared to goals to ensure success of sales and service team members and to support management and executive needs
- Constantly perform data hygiene of leads, accounts, opportunities, and custom objects
- Drive continuous improvement through measurement and monitoring of KPIs, maintaining a clear optimization plan, documenting best practices, and tracking marketing trends
- Develop a roadmap and implement enhancements to the CRM system as required

- Stay up-to-date on all SSB Discovery CRM product releases, system updates and best practices to provide new customizations and integrations
- Additional responsibilities to support the Titans Business Intelligence team as needed

Qualifications:

- Bachelor's degree or certificate of completion of studies
- 5+ years of professional experience managing a cross-functional CRM workflow
- Deep knowledge and experience managing a CRM platform; proficiency in Microsoft Dynamics and/or SSB Discovery CRM platforms preferred
- Experience with ticketing systems – Ticketmaster Archtics preferred
- Proven record of working at the strategic and tactical level to develop processes and standards for a CRM system
- Ability to identify problems and provide potential solutions while continuing to successfully conduct day-to-day operations without interruption
- Self-starter with strong analytical skills and ability to work independently
- Strong teamwork and relationship management skills and ability to work effectively with all personalities to support a strong, unified culture
- Must have an interest and ability in serving others as one of the primary functions of their job
- Highly organized and detail-oriented with ability to multi-task in fast-paced environment and meet quick deadlines
- Excellent written and verbal communication with advanced computer skills in Microsoft Office including Word, Excel, PowerPoint, and Outlook. Ability to learn and master new software programs required.
- Passion for sports, digital marketing and analytics preferred
- Ability to work flexible hours, including but not limited to evenings, weekends, and holidays