Position: **CRM Analyst**
Department: **Business Analytics**
Reporting Manager: **Senior Director, Business Analytics**
Status: **Full-Time**
Job Classification: **Exempt**
Location: **Las Vegas, NV**

About the A's:
The A's are a baseball team founded in 1901. They have a rich history, having won nine World Series championships and 15 American League pennants. The A's are known for pioneering the "Moneyball" approach to team-building, which focuses on using statistical analysis to identify undervalued players.

In addition to their success on the field, the A's also have a positive and dynamic work culture. They have been recognized twice as the Front Office Sports, Best Employers in Sports.

The A's are defined by their core pillars of being Dynamic, Innovative, and Inclusive. Working for the A's offers the opportunity to be part of an innovative organization that values its employees and strives to create a positive work environment.

Description:
The Athletics are currently seeking a CRM Analyst. This position will report directly to the Senior Director, Business Analytics. The CRM Analyst will be responsible for day-to-day management of the A's CRM system, as well as owning and maintaining its data. This role will also help the ticket sales team develop campaigns and generate leads. In addition to data management, this role will have a focus on reporting and BI.

Responsibilities:

- Ensure all users are properly trained and understand how to use the CRM system
- Assist sales and service representatives with CRM user-related matters
- Create flows to improve CRM processes and capture the necessary data points for future use
- Create and update dashboards and saved views for sales reps and managers
- Manage relationships with the data and third-party vendors that integrate with our CRM system (Docusign, ZoomInfo, Conversica/Wolfcycle, etc.)
- Recommend and implement best practices with the CRM system and across the organization
- Audit and reconcile differences or inconsistencies between CRM and our data warehouse
- Understand Athletics ticketing database and leverage it to create lead lists for Ticket Sales and Ticket Services

- Develop BI reports to measure the effectiveness of various ticket sales campaigns and evaluate ticket sales rep performance
- Perform ad hoc analyses related to ticketing initiatives
- Provide lists and reports as needed for ticketing and marketing teams
- Other duties as assigned

Qualifications/Requirements:

- Bachelor's degree in Mathematics, Engineering, Business, or Information Systems preferred
- 2+ years of related work experience
- Experience using a CRM system (Salesforce preferred)
- Experience with a SQL database toolset (Google BigQuery, SQL Server, Databricks, Oracle, etc.)
- Experience with a Data Visualization/BI Tool (Tableau, Looker, Sigma, PowerBI, etc.)

The A's Diversity Statement:

Diversity Statement Diversity, Equity, and Inclusion are in our organizational DNA. Our commitment to these values is unwavering – on and off the field. Together, we continue to build an inclusive, innovative, and dynamic culture that encourages, supports, and celebrates belonging and amplifies diverse voices. Combining a collaborative and innovative work environment with talented and diverse team members, we've created a workforce in which every team member has the tools to reach their full potential.

Equal Opportunity Consideration:

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, sex, sexual orientation, age, disability, gender identity, marital or veteran status, or any other protected class.