

Title: Coordinator, CRM

Reports to: Senior Manager, CRM & Database Strategy

Job Summary:

The Coordinator, CRM will assist the Business Intelligence team with CRM and database administration, lead generation for cross-functional sales staffs, and other data-related projects as needed. This role has a heavy focus on data management.

Primary Job Responsibilities:

- Maintain a clean and updated database of buyers, leads, and other important contacts for the St. Louis Blues, Enterprise Center, and Stifel Theatre
- Create email and other relevant marketing lists
- Develop and execute lead generation campaigns for sales staff
- Analyze campaign performance and provide actionable insights for future campaigns
- Provide assistance to all staff on CRM system including regular training as it relates to their individual departments
- Input and maintain sponsorship data in CRM
- Research and execute best practices for CRM
- Assist with data capture initiatives including online forms, surveys, digital initiatives, and text message campaigns
- Perform additional reporting and data management duties as needed

Job Requirements:

- 1-2 years of experience with CRM or other database management a plus
- Proficiency with Microsoft Excel and PowerPoint
- Experience with market research preferred
- Data-driven, analytical mindset
- Strong communication skills
- Strong attention to detail required