

The McCord Museum is the museum of all Montrealers, a social history museum that celebrates life in Montreal, both past and present—its history, its people, and its communities. Open to the city and the world, the Museum presents exciting exhibitions, educational programming and cultural activities that offer a contemporary perspective on history, engaging visitors from Montreal, Canada and beyond. It is home to over 1.5 million artefacts that make up one of the largest historical collections in North America, comprising Dress, Fashion and Textiles, Photography, Indigenous Cultures, Documentary Art, Material Culture, and Archives. McCord Museum: Our People, Our Stories.

All of the McCord Museum's activities revolve around six core values: rigour, integrity, inclusion, audacity, creativity and commitment.

We are seeking a  
**CRM SPECIALIST**  
Réf. 202115E

The Operations division plays an important role in providing administrative, financial and accounting services to a staff of 100 people. The Human Resources Department ensures a dynamic and committed team at the Museum by developing and applying best management practices.

Under the supervision of Head, Information Technology, the incumbent assumes an advisory role to all services, particularly Marketing and the Foundation, with respect to the use of the CRM and its capability to achieve their traffic and revenue objectives. Supporting these services in the development of their strategies, their measurements and the compilation of results in dashboards is part of the incumbent's responsibilities. The incumbent is responsible for coordinating the deployment of the CRM tool and related modules, validating and reconciling system data and training users on the use of the tool. The incumbent is also responsible for the design of reports for analysis, mainly of sales, segmentation, marketing and fundraising campaigns.

#### Main tasks

- Participate in the deployment, maintenance and improvement of all components of the CRM system;
- Ensure the integrity and validity of data and information maintained in the CRM;
- In collaboration with the Head of IT Services and the service provider, must ensure the implementation of modules or connectivity to the ERP;
- Support users of IT tools through appropriate training, individually or in "expert user" groups;
- Identify the needs of the institution and its various teams as it concerns the CRM, respond to requests from the various departments and then develop the necessary solutions;
- Propose and create the segmentation of the database for the creation of lists;
- Participate in the planning of education, lead generation and customer retention initiatives;
- Design reports that reflect user needs;
- Actively participate in the integration of marketing information, in all its forms (internal and external data);
- Participate in the transversal digital working group;
- Identify and resolve the anomalies of the CRM system;
- Establish, improve and revise written processes to optimize the work of users and ensure consistency between services;
- Manage users, security parameters and system access;
- Act as liaison and follow up with service providers.

#### Employment Conditions

- Permanent position; probation period: 6 months; Starting in August, 2021;
- Salary according to the Museum's salary ranges, competitive compensation; generous benefit and vacation package.

#### Benefits to working with the Museum team

- Teleworking, flexible working hours; 2 weeks of vacation for the holiday season; group insurance and pension plan;
- Social activities and continuing education; collegiate and inclusive work environment.

#### Exigences et profil recherché

- Bachelor's degree in IT or Business Administration;
- 2 years of experience with CRM and in business analytics;
- Strong knowledge of Microsoft Office, specially with Excel (advanced);
- Experience using SQL Sugar CRM and Sugar Market (an asset);
- Understanding of sales, marketing and customer acquisition processes;
- Very good knowledge in the creation and interpretation of reports and dashboards;
- Great ability to work in a multidisciplinary team;
- At ease playing the role of promoter with an orientation towards customer service;
- Organizational ability, rigor in work and a strong sense of responsibility;
- Sense of ethics, good judgment, honesty and great discretion;
- Ability to communicate well both verbally and in writing, in English and French;
- Keen interest in heritage and cultural activities.

*The McCord Museum is committed to providing a skilled workforce that reflects the diversity of Montreal's population. We hire based on individual role requirements and select our employees based on their qualifications, skills and experience. We do not discriminate based on personal differences.*

Applications for the position will be accepted until **August 16, 2021 (Ref.: #202115E)**. Please provide: **1) Letter of intent**  
**2) Curriculum vitae** **3) Salary expectations** Forward to the Human Resources Department by e-mail: [rh.mccord@mccord-stewart.ca](mailto:rh.mccord@mccord-stewart.ca)