



EXCELLENCE
IN MANUFACTURING
CONSORTIUM

CRM & Marketing Administrator

EMC is presently seeking a motivated CRM & Marketing Administrator to support our growing sales team and lead-generation activities.

The CRM & Marketing Administrator is responsible for driving CRM adoption, improving existing CRM processes and deploying new CRM business processes to improve KPIs and drive growth. The Administrator will work closely with business development leaders, marketing, delivery teams, IT support, and operations to ensure the effective internal compliance of HubSpot. This role will also organize and lead the ongoing roadmap for the company's CRM deployment throughout multiple operations functions. The ideal candidate is a self-motivated, dynamic problem solver who is committed to learning and personal development and thrives in a fast-paced environment.

The role will also provide Marketing support. This will include but not be limited to serving as the primary point of contact for external advertising and lead-generation agencies, coordinating conferences and events, and managing internal social media outlets.

About Excellence in Manufacturing Consortium (EMC)

EMC has grown to become Canada's largest manufacturing consortium and, with over one thousand industry events annually, is one of the most active manufacturing organizations in North America. For more than a quarter-century, EMC has been responsible for contributing significant knowledge, expertise and resources towards the success of over 13,000 consortium and online member manufacturers, representing every province across Canada. EMC's total manufacturing audience includes 40,000+ employers and 600,000 manufacturing employees.

Manufacturing is a key component of Canada's output and overall economic well-being. Pre COVID-19, the manufacturing sector provided jobs for over 1.7 million people (9% of the Canadian workforce), comprised more than 10% of Canada's GDP and accounted for 68% of Canada's merchandise exports. Since March, when the impact of COVID was felt across Canada and worldwide, the manufacturing sector continues to show signs of recovery. EMC needs to ensure its projects and programs that help Canada's manufacturing sector adapt to disruption and succeed in today's new normal.

Responsibilities and Duties

With leadership from EMC's Management Team and in collaboration with the Marketing Manager, this role involves tracking and reporting analytics on marketing and communications campaigns. Other responsibilities and duties may include, but are not limited to the following:

- Understand all aspects of HubSpot configuration and technical/functional capabilities
- Support Marketing, Sales and Service (software support) use of HubSpot (our selected CRM)
- Support marketing campaigns and reporting
- Sales reporting
- Service (ticketing) support and reporting
- General CRM support and management across all departments as needed
- Manage all new user training and deactivation, including transferring ownership of contacts/deals for deactivated users.
- Build and manage dashboards, reports, layouts, process automation, and other configurable parts of the interface for end- users, and other capabilities including:
 - Flows and Process



Excellence in Manufacturing Consortium (EMC)

Canada's Largest Manufacturing Consortium

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- Workflow Rules & Approval Processes
- Validation Rules
- Custom Objects Configuration
- Security Controls
- Third-party integrations
- Custom report type creation, profiles, permission sets and rules
- Maintain updated system documentation and HubSpot policies/procedures
- Support the day-to-day running of the business within HubSpot, which includes interacting with EMC users and technology partners, in support of HubSpot CRM environment
- Ability to communicate with Executive team
- Coordinating communication tactics within EMC's internal departments
- Prompt follow up on customer and EMC team interactions
- Receiving inbound leads and executing communication strategies as outlined by EMC.
- Managing sales funnels within CRM system
- Monitoring analytics and creating reports detailing the successes and failures of marketing and communications campaigns and strategies
- Other administrative duties as assigned

Education, Experience and Requirements

- The ideal candidate will have completed a Post-secondary education in Business or other related field; OR commensurate experience and/or equivalent knowledge and abilities.
- 2-5 years work experience as a CRM administrator, preferably with HubSpot
- Proficient in Microsoft Office, particularly Microsoft Excel.
- Strong understanding of the platform, with the ability to build custom objects, formula fields, workflows, custom views, and other content of intermediate complexity.
- Legally able to work in Canada.

Essential functions:

- Superior time management and organizational skills and ability to meet deadlines
- Ability to take initiative while practicing excellent judgment based on sound reasoning
- An analytical mind and ability to think critically
- Exceptional writing and interpersonal communication skills, listening, verbal and written, in English.
- Ability to work both independently and as part of a team with a commitment to reliability and integrity
- Familiar with MS Word, Excel and Powerpoint and capable of creating visually compelling presentations
- Capacity to identify and define problems and develop solutions while under minimal supervision
- First-class organizational skills with the ability to handle a variety of deadlines and activities concurrently
- Demonstrated relationship development skills that achieve 'win-win' scenarios
- Knowledge of email marketing software an asset
- Proven knowledge of communications and marketing ethics and best practices
- Proficient public speaking abilities are an asset

How to apply:

Those interested in this full or part-time contract opportunity should submit a resume outlining your experience, skills and why you believe you are the best person to **Amanda Doman**, VP & General Manager via email to adoman@emccanada.org.