

Job Title: CRM Implementation Specialist
Posted: 2025-01-08
Location: Hybrid (Victoria, BC)
Employment Type: Full-time, permanent
Reports to: Marketing Director
Posting Number: 25-02

Are you a professional with CRM and digital marketing experience seeking a dynamic and supportive work environment with ample opportunities for growth? **FORGE TECHNICAL SOLUTIONS**, based in Victoria BC, is hiring a full-time, hybrid CRM Implementation Specialist to oversee the implementation, onboarding, and optimization of CRM platforms across multiple projects.

FORGE is an agency specializing in holistic and integrated digital and technical solutions for small to mid-sized businesses on Vancouver Island. We're a highly collaborative team whose values of transparency, honesty, and trust form the foundation of everything we do. We take ownership of our actions, embrace new ideas, and consistently deliver top-quality work.

We believe in empowering our team to continuously learn and develop, and provide the tools and resources needed to succeed. In addition to a positive and engaging work culture, we offer competitive compensation, a benefits package, and flexible work arrangements to promote your professional and personal well-being.

If our values resonate with you, and you'd like to join a team setting a new standard for success and empowering businesses to thrive in the digital world, we'd love to connect with you!

Who You Are

With a proactive, self-motivated attitude, you have a passion for continuous learning and professional growth. Your excellent organizational skills combined with a keen attention to detail allow you to manage multiple projects simultaneously. Your strong problem-solving abilities and results-oriented mindset allow you to navigate challenges with confidence, anticipate needs, and find effective solutions. You are a collaborative and team-oriented professional who thrives in a supportive work environment and through strong interpersonal skills, you build and maintain positive relationships with both team members and clients.

What You'll Be Doing

The primary purpose of this position is oversight of implementation, onboarding, and optimization of CRM platforms across multiple projects. This role is key to ensuring data integrity and leveraging the platform to support the marketing team with administrative and strategic initiatives.

Key Responsibilities:

- Acting as the subject matter expert responsible for overseeing the implementation and customization of FORGE's CRM to align with business needs.
- Creating and maintaining comprehensive training materials for internal and external stakeholders.
- Training team members and clients on CRM features, functionality, and best practices.
- Documenting workflows, processes, and system best practices to ensure clarity and consistency.
- Monitoring and reporting on CRM performance metrics to ensure system effectiveness and adoption.
- Identifying opportunities for platform improvement and implementing changes to address them.
- Developing and managing automated workflows and integrations with other tools to enhance efficiency.
- Providing ongoing support to resolve issues, answer questions, and assist with CRM usage.
- Contributing to creative marketing efforts as needed

Qualifications

- Bachelor's degree in marketing, communications, business administration, or a related field; or a combination of education and equivalent work experience.
- Minimum 2 years of experience in digital marketing, preferably in an agency or multi-client environment.
- Minimum 2 years of experience with CRM platforms (e.g., HighLevel, HubSpot, Salesforce, Zoho) and workflow automation.
- Proven experience creating process documentation and training materials.
- Familiarity with workflows, data integrations, and platform customizations.
- Knowledge of marketing workflows and project management tools (e.g., Asana, Trello) is an asset.
- Ability to effectively explain technical concepts to non-technical users.

Compensation

The compensation range for this position is \$60,000 to \$74,000 per annum based on skills and experience, based on 37.5 hours per week.

Benefits

After 3 months, employees are eligible for a benefits package that includes Extended Health, Dental, Vision and Life Insurance

Recruitment Process

The recruitment process for this position will consist of a pre-screen, interview(s), and reference checks from previous/current employers.

We are committed to providing an inclusive and accessible recruitment process. If you require any accommodations to participate in the hiring process, please contact careers@forge-ts.ca.

How to Apply

Please submit your resume, portfolio (if applicable), and a brief cover letter outlining your experience and why you're excited to join FORGE. Send your application as a pdf to careers@forge-ts.ca with the subject line "Application for CRM Implementation Specialist 25-02".

Applications will be reviewed on a rolling basis until the position is filled. We thank all applicants for their interest; however, only those selected for an interview will be contacted.