



<b>JOB TITLE:</b>	CRM Administrator
<b>DEPARTMENT:</b>	Information Technology
<b>SUPERVISOR:</b>	VP Strategic Data Management
<b>FLSA STATUS:</b>	Non-Exempt

**MAJOR PURPOSE:**

The CRM Administrator is responsible for coordinating the day-to-day configuration, support, and maintenance of the Salesforce platform. Under direct supervision of the VP for Strategic Data Management, this position fosters collaboration among the CRM data stakeholders of the student lifecycle, and helps identify requirements that drive solutions in projects. Additionally, the CRM Administrator responds to service requests, isolates problems, and serves as the liaison to outsourced CRM vendors.

Work hours: Full-time, 40 hours a week, 8-hour shifts varying between 7:00 AM and 7:00 PM, Monday through Friday, as well as flexibility to work outside of standard work hours, including weekends. This position is a minimum of 60% in person, on campus.

The pay range for this position is generally \$60,000-\$70,000 annually. Individual pay is generally determined by a number of factors including internal equity, job-related skills, experience, relevant education or training and location.

**ESSENTIAL FUNCTIONS:**

- Analyze business requirements by partnering with key stakeholders to develop solutions for CRM needs.
- Manage Salesforce configuration changes, including (but not limited to): Flow, assignment rules, approval processes, fields, page layouts, record types, dynamic layouts, apps, actions, custom settings, mobile administration, dashboards, and reports.
- Identify and gather project requirements, translating them into best practice, scalable solutions with a focus on exceptional user experience.
- Proactively manage system maintenance including security reviews, release updates, health check, and optimizer.
- Document SOPs for customizations and configurations, contributing to the shared knowledge base.
- Manage data quality efforts, to improve Salesforce reliability by implementing rules and automation as needed.
- Manage the end user and stakeholder communication regarding any platform feature changes and updates.
- Conduct CRM end-user training for staff.
- Establish best practices approach for the Salesforce Administration team.
- Other duties as assigned

**QUALIFICATIONS:****EDUCATION/CERTIFICATIONS:**

- Bachelor's degree in Information Technology, Computer Science, Information Systems, or a related field, or equivalent experience
- Salesforce Admin certification

**REQUIRED KNOWLEDGE/EXPERIENCE:**

- Strong Salesforce interest and ability to quickly master new technology
- 3-5 years of experience as a salesforce administrator, or in a similar CRM
- Experience with importing data and generating salesforce reports
- Experience with Core Salesforce architecture as well as Education Data Architecture or Education Cloud
- 3-5 years of experience in Higher Education preferred
- Ability to provide CRM training and end-user support

**SKILLS/ABILITIES:**

- A demonstrated ability to understand and articulate complex processes
- Detail-oriented individual with strong organizational support skills and quantitative skills
- Interpersonal communication skills and a positive attitude
- Excellent project management skills
- Demonstrated ability to meet project deadlines, while prioritizing the critical path
- Creative and analytical thinker with strong problem-solving skills
- Demonstrated ability to communicate effectively
- Strong technical aptitude with a proven ability to progress training in Trailhead
- Interpersonal communication skills to interact with students, faculty, vendors, and other University departments
- Proactive approach and strong initiative
- Organization skills with attention to accuracy and detail
- Self-motivated and able to work with others with minimal supervision

**WORKING ENVIRONMENT:**

The employee agrees to promote the values and mission of Jessup University as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

**WORKING CONDITIONS:**

The employee is regularly in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

**PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:**

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, crouch and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 20 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description are intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations in order to perform my job, I must immediately inform my supervisor or Human Resources.

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Employee Signature

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Date