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**Title: CRM Manager**

**Reports To: VP Technology, Analytics & Strategy**

**Effective Date: 10/19/2021**

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**Position Summary:** The CRM Manager is responsible for the administration of the company's CRM platform. He/she will work with internal stakeholders to implement and enforce business processes supported within the platform and oversee any additional development on the platform. The ability to work closely with multiple teams and leaders within the organization to implement and drive adoption of the new platform will be critical. Additionally, ensuring a highly optimized, available, and integrated environment is essential to the success of this platform within the company.

**Job Specific Duties and Responsibilities:**

1. Primary CRM administrator
2. CRM application configuration and development
3. Creation and maintenance of business workflows within the CRM platform
4. Creation of reports and dashboards within the CRM platform
5. Define and enforce data hygiene policies within the CRM platform
6. Regularly dedupe and enrich the customer database
7. Manage data integrations between CRM platform and other disparate data sources
8. Optimize data collection efforts
9. Monitor user adoption and usage rates
10. Implement strategies to assist user adoption
11. Develop end user training materials that define proper and expected use
12. Perform CRM training and on-boarding as necessary
13. Suggest business processes leveraging CRM capabilities that create efficiencies within the organization
14. Will pursue appropriate certifications to advance understanding of CRM methodologies

**Qualifications:**

**Required**

- Bachelor's degree in Business Administration, MIS, or similar field
- 3+ years of CRM administration experience
- Understanding of data integration processes and relational databases
- Proficient with Microsoft Office products

**Knowledge, Skills, and Abilities:**

- Strong presentation and communication skills
- Ability to effectively collaborate with multiple departments
- Strategic planner
- Analytical
- Positive attitude
- Proactive