



ALABAMA COMMUNITY COLLEGE SYSTEM

Now Accepting Applications for
**CUSTOMER RELATIONS MANAGEMENT
(CRM) ADMINISTRATOR**



**For consideration, application materials must be received by
March 8, 2021 at 3:00 p.m. CST.**

POSITION SUMMARY

The CRM Administrator aids colleges with CRM application support and balances the needs of the 25 independent entities shared resources. Serves as the primary point of contact for all CRM support needs and assigns work to analysts within ACCS and its member institutions. The CRM Administrator will lead or participate in all Banner governance committees, lead multiple initiatives to create and update policies and procedures, and represent ACCS and its member institutions in local, statewide, and national conferences.



PRIMARY RESPONSIBILITIES

- ❖ Work with all ACCS institutions to build a trusting relationship.
- ❖ Develop CRM implementation timeline and process and partner with Student Success division to achieve a seamless and timely implementation.
- ❖ Develop and enforce CRM system governance guidelines.
- ❖ Serve as lead technical advisor to review and optimize or automate ACCS business processes.
- ❖ Build, assign, and maintain security profiles; add and remove users.
- ❖ Develop and implement strategies for utilizing CRM resources including the inquiry/information request form and web-delivered content, online application, email communications, analysis and reporting tools, event registration system, and data import/export functions.
- ❖ Provide deep understanding of the CRM data and data structure to support CRM reporting requirements.
- ❖ Collaborate with system and college personnel to ensure their needs are adequately define and subsequently met.
- ❖ Data cleansing, including merging, de-duplication, and upkeep of system data standards.
- ❖ Manage data migration and integration, including mass imports and exports.
- ❖ Consult with end users to analyze and understand user needs, objectives, and desired features to meet individual/team goals.

- ❖ Lead system training as required.
- ❖ Coordinate and resolve competing priorities from multiple internal and external groups.
- ❖ Develop and maintain reports, documentation, guidelines, etc., as needed for ACCS office and State of Alabama.

SECONDARY RESPONSIBILITIES

- ❖ Perform other support tasks for each individual institution as needed.
- ❖ Engage in professional development related to CRM usage and best practice.
- ❖ Trouble-shoot CRM functions, maintaining documentation of issues and respective resolution.
- ❖ Review new release notes as they become available and seek opportunities for the implementation of new features.
- ❖ Audit cross-system data integrity between Banner and CRM data files.
- ❖ Perform routine system backups.
- ❖ Provide exceptional customer throughout every interaction.
- ❖ Other duties as assigned.

QUALIFICATIONS

REQUIRED

- ❖ Bachelor's degree in Computer Science or related field from a regionally accredited institution.
- ❖ Six (6) years of recent, related occupational experience.
- ❖ Experience with CRM systems management.
- ❖ Excellent verbal and written communication skills and experience applying them in a promotional setting.
- ❖ Demonstrated ability to optimize the efficiency of the CRM, the data inside it, and collaborate with teams such as Admissions, Marketing, and Advising to maximize functionality.
- ❖ Ability to plan, organize, and schedule priorities effectively.
- ❖ Exemplify system values in all interactions, as well as services delivered.
- ❖ Ability to establish and maintain effective working relationships and relate successfully with others.

Application Procedure:

Applicants must submit a current résumé, a completed System application form (available online at www.accs.edu), a letter of interest describing qualifications, a separate list of three professional references with contact information, and a copy of unofficial transcripts indicating degree and date conferred. Applications will be accepted by mail, hand delivery or email only (charlene.finkelstein@accs.edu). **INCOMPLETE APPLICATION PACKETS WILL BE DISQUALIFIED. PLEASE DO NOT STAPLE DOCUMENTS.**

Complete application packets must be received no later than 3:00 p.m. CST on March 8, 2021. For additional information contact Nikita Payne at 334-293-4603 or nikita.payne@accs.edu or Charlene Finkelstein at 334-293-4628 or charlene.finkelstein@accs.edu.

Please mail applications to:

Ms. Charlene Finkelstein
Alabama Community College System
Human Resources Dept.
P. O. Box 302130
Montgomery, AL 36130-2130

(Application materials may be delivered in person at 135 S. Union Street).

Salary range is \$76,181 - \$110,735 dependent upon qualifications and experience. This position will be based in Montgomery, Alabama.

The Alabama Community College System is an equal opportunity employer. It is the policy of the Alabama Community College System, including all postsecondary community and technical colleges under the control of the Alabama Community College System Board of Trustees, that no employee or applicant for employment or promotion, on the basis of any impermissible criterion or characteristic including, without limitation, race, color, national origin, religion, marital status, disability, sex, age, or any other protected class as defined by federal and state law, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program, activity, or employment.

Any offer of employment is contingent upon a satisfactory criminal background investigation. This employer participates in E-Verify.