



## **Position: CRM SYSTEMS ADMINISTRATOR**

### **Department: Office of University Marketing and Creative Services**

#### **Position Summary**

This position will coordinate, develop, manage, and act as the power-user of the technology used for recruitment within the enrollment & marketing/communications division. The functions of the role include CRM development, automation, scriptwriting, artificial intelligence, report writing, import/export integration, training, troubleshooting, and maintenance of systems/platforms. The secondary responsibility is to manage the flow of data between the student information system (SIS) and the customer relationship management (CRM) platforms and act as a liaison between enrollment & marketing/communications and IT on requests concerning server and software maintenance as related to the CRM or other enrollment technologies.

#### **RESPONSIBILITIES**

- Work with the enrollment and marketing/communications team to ensure that all technologies are up to date and meet the needs of current enrollment and marketing tactics
- Plan for and lead the implementation of new CRM components that allow NGU to stay up to date with its recruitment
- Serve as the Jenzabar (J1) module manager for the office of enrollment & marketing/communications
- Responsible for the creation and upkeep of reports used by staff that support the daily functions of the admission offices and provide for weekly, monthly, and annual benchmarking
- Extract data as needed for reports and research by leadership within the Office of Enrollment and Marketing/Communications as well as other areas of the University
- Create and manage CRM communication campaigns, mailers, interactions, workflows, and related CRM properties to achieve enrollment goals
- Create import processes for data from 3rd party sources as well as information coming and going from the student information system (SIS)
- Responsible for training NGU staff on the uses and updates of the CRM, as well as the production of training materials and regular updates to policies and procedures manuals
- Act as a resource for NGU staff when dealing with CRM issues and correcting problems
- Perform and assign data clean-up and other tasks that keep the CRM running effectively and provide the data necessary for recruitment and reporting



- Must be familiar with all admissions processes to better understand the needs of the SIS concerning reports, communication flows, and historical data
- Collaborate with departmental leaders in decisions on best practices for prospective student data, including reporting practices, logical coding, and storage of information used by the Office of Enrollment and Marketing/Communications and other departments.
- Preside over technology initiatives such as CRM development, automation, scriptwriting, artificial intelligence, report writing, import/export integration, training, troubleshooting, and maintenance of systems/platforms.
- Clearly articulate your choices and understanding of projects when presenting your work to colleagues. Take direction and criticism well, and are willing to work in a collaborative environment, yet take the initiative when working on projects.

## QUALIFICATIONS

- BS/BA in Computer Science or Marketing Information Systems (or related field) and/or commensurate experience
- Strong record of achievement as a technology professional
- Demonstrated success building relationships, programs, and services between diverse internal constituencies
- Computer software knowledge (Microsoft Office suite).
- Demonstrate accuracy, attention to detail, logical thinking, and problem-solving skills
- Ability to multi-task, understand workflows, automation, and process documentation for how roles are performed
- Experience in flowcharting and organizing projects or campaigns
- Experience with (Slate) CRM software or CRM software that uses conditional logic.
- Database or SIS experience (preferably Jenzabar J1)
- Experience in scriptwriting (SQL) and report writing
- Marketing, admissions, and recruitment knowledge is preferred
- Willingness to acquire additional technical skillsets to meet the needs of new and expanding strategic initiatives. Exhibit a never-ending desire to learn how things work.
- Support NGU's mission, core values, and commitment to a Christian lifestyle and character in keeping with biblical models.
- Active in a biblically faithful, evangelical church, preferably one affiliated with the Southern Baptist Convention.
- Awareness of and appreciation for the work of the Southern Baptist Convention and Baptist state conventions.

## PHYSICAL REQUIREMENTS

- Visual Abilities: Read reports, create documents, and use a computer system.
- Hearing: Hear well enough to communicate with co-workers, vendors, and students.



- Dexterity, Grasping, Feeling, Write, type, and use the telephone, copier, and computer systems.
- Mobility: Open files and operate office machines; move between departments and attend meetings across campus.
- Talking: Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly.
- Cognitive/Emotional: Ability to think critically and concentrate. Must be able to respond quickly to changes in conditions

## **WORKING RELATIONSHIPS**

This position is a full-time hourly position. The CRM Systems Administrator is expected to collaborate with the institution's marketing, admission, alumni, and advancement engagement teams closely. The position reports to the director of university marketing and creative services. The nature of responsibilities makes it necessary to work in-person and on location with other team members.

## **WORK SCHEDULE**

The Office of University Marketing and Creative Services is open Monday through Thursday, 8:30 a.m. – 5:00 p.m., and Friday 8:30 a.m. – 12:00 p.m. Summer hours may vary. Office hours are subject to change as deemed necessary. Occasional work on Saturdays, Sundays, and evenings will be required.

## **TRAVEL**

Some travel will be required.

This job description in no way states or implies that these are the only duties to be performed by the employee. Employee will be required to follow any other instructions and to perform any other duties as requested by his or her supervisor.