

## Constituent Relationship Mgmt Admin Pr

### **Major Job Responsibility: System Architect (30%)**

**Essential Functions:** Manage CoSW CRM. Interface with multiple stakeholders and provide professional expertise and feedback to direct efforts. CRM assets focusing on academic-related strategic goals will be a primary focus. Create roadmaps and independently prioritize their order for final approval at direction of the Dean. Contribute to, evaluate, and mentor the work of CRM Specialist(s).

**Competencies/Skills:** oversight; professionalism; public speaking; data analysis; mentorship; organizational skills; supervision; mentorship.

### **Major Job Responsibility: Leadership (30%)**

**Essential Functions:** Manage and lead the CRM Specialist. Set goals and deadlines, along with senior leadership and CoSW stakeholders to meet the CRM needs of the College. Responsible for overseeing day-to-day operations, delegating tasks and setting goals as well as monitoring training and professional development needed for departmental demands.

**Competencies/Skills:** Supervision skills; management skills; organization; leadership

### **Major Job Responsibility: Data Management (20%)**

**Essential Functions:** Governance and scaffolding processes to maintain data integrity and cleansing. Independently develop and improve processes related to methodology. Determine the cost of labor and expenditures of various processes and choose the most efficient method. Direct the CRM Specialist to follow processes developed and be responsible for their execution.

**Competencies/Skills:** attention to detail; organization; ability to work alone; analysis; management; delegation

### **Major Job Responsibility: Documentation (10%)**

**Essential Functions:** Develop appropriate documentation regarding system performance. Communicate with senior leadership on necessary process changes, down times, etc. and what their effects are on CoSW stakeholders. Continually update documentation in order to present current best practices to meet departmental deadlines.

**Competencies/Skills:** communication skills; data analysis; organization; planning;

**Major Job Responsibility: Teamwork (10%)**

**Essential Functions:** Capable of leading a team in defining, designing, and implementing business-critical strategies. Serve as a key approver on CoSW data and user policies. Track industry-leading best practices for CRM usage and systems designs while reviewing their continuous improvement as part of a team concept

**Competencies/Skills:** leadership skills; critical thinking; data tracking; information analysis and interpretation; ability to work as a team; delegation skills