

JOB DESCRIPTION

Job Title:	CRM Specialist
Status/Grade:	Exempt
Reports To:	Director of Information Technology
Job Summary:	Lead CRM projects from conceptualization to implementation. Play a pivotal role enhancing and administering CRM systems, enforcing best practices and improving user productivity. Leverage strong planning and technical skills to achieve significant results.
Responsibilities and Essential Duties:	<ul style="list-style-type: none"> • Lead business analysis efforts supporting CRM. Define requirements related to CRM change requests and implement changes based on best-practices. • Play a hands-on role customizing and enhancing CRM applications, leveraging experience with built-in admin, reporting, and development tools. • Develop and enhance CRM reports using tools inside & outside CRM. • Work with IT development resources to integrate CRM with other applications using available APIs. • Play a lead role evaluating new CRM technologies and developing plans for their implementation. • Support user requests to import data into CRM from various sources, following established assignment tools. Enhance import tools as needed. • Develop and maintain documentation regarding CRM systems configuration, application workflow, and business rules. Perform training as needed.
Supervisory Responsibilities:	<ul style="list-style-type: none"> • None with the exception of occasional project lead role.
Education and/or Experience:	<ul style="list-style-type: none"> • 4 year college degree in a related technical discipline. • 4 years experience supporting one or more production CRM environments (ex: Salesforce.com, Sage CRM, Saleslogix, SugarCRM): <ul style="list-style-type: none"> ○ Application customization ○ Reporting tools ○ Data import/export tools ○ API integration • Experience with Salesforce.com administration, integration tools, and APIs. • 3 years developing reports and supporting a reporting/BI environment. • 3 years experience with SQL query writing. Strong relational database background/understanding. • Experience with web development technologies (ASP.NET, web services, CRM web-based APIs) a plus. Familiarity with object-oriented programming a plus. • Excellent verbal and written communication skills. Demonstrated proficiency in technical writing is required. • Demonstrated project discipline and experience. Must be organized, focused, and driven toward established deliverable dates. • Strong interpersonal skills; must be a team player. • Understanding of business and technical process interrelationships is essential.