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| **Date of Issue:** | **December 2018** | **CBU:** | **UMPSA** |
| **Position No:**  | **00024118** | **Job Family:** | **7901** |
| **Department:** | **SITACADBUS** | **OT Eligible:** | **Exempt** |
| **Campus:** | **University Services** | **Wage Grade:**  | **07** |
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**I. PRIMARY PURPOSE OF POSITION:**

**The CRM Administrator/Subject Matter Expert is responsible for working with key stakeholders at the campuses to implement, maintain, and optimize the system-wide Salesforce CRM. The person in this role will work with users across the system to provide scalable, long-term solutions by leveraging the features, functions, and best practices of the Salesforce platform. This role will be responsible for making changes to the system, maintaining security and integrity, verifying data quality, providing user trainings and support, writing process documentation, and managing reports/dashboards. Additionally, this position will work with other IT staff to ensure integrations to other platforms (Peoplesoft, datamarts, etc.). The primary goals of the CRM implementation are to support the Enrollment Management areas of the system, and the person in this role has a strong understanding of enrollment needs.**

**II. ESSENTIAL DUTIES:**

1. **Serves as the primary administrator for the University of Maine System Salesforce instance**
2. **Handles standard administrative functions, including technical configuration/maintenance, account maintenance, reports and dashboards, workflows, and other similar tasks**
3. **Trains campus staff on the general use and utilization of Salesforce.com**
4. **Monitors system performance and performs optimization tasks; audits daily ETL processes and works with other IT staff to resolve identified issues**
5. **Engages regularly with stakeholders in the Enrollment Management space to develop the system to meet their needs; reviews, analyzes and maps current and emerging business needs to available CRM processes**
6. **Create and keep current CRM related documentation, for both campus stakeholders and other IT staff**
7. **Stays up to date on the Salesforce platform, including new features, products, and solutions, and communicates potential impacts or opportunities out to campus and IT stakeholders**
8. **When applicable, uses tools and programming languages to support the CRM system**
9. **Understands the data relevant to stakeholders, and is able to provide analysis on that data, as it relates to the CRM system**
10. **Participates in appropriate system-wide CRM user groups**
11. **Other duties, as assigned**

**III. NON-ESSENTIAL DUTIES:**

**None**

**IV. SUPERVISORY RESPONSIBILITIES:**

**None**

**REPORTING RELATIONSHIP:**

**Reports to the Director of Campus Academic and Business Solutions**

**V. KNOWLEDGE/SKILLS/ABILITIES**

**REQUIRED:**

* **Strong background in Salesforce.com administration, including development of Apex triggers and workflow automation**
* **Strong knowledge of enrollment reporting and data, as it relates to Salesforce**
* **Demonstrated ability to engage with stakeholders to assess their needs and develop solutions related to those needs in the Salesforce environment**
* **A strong understanding of ETL processes and how they relate to the Salesforce system**
* **Excellent analytical, organizational, and both oral and written communication skills**
* **Demonstrated ability to effectively train others on topics of varying complexity**
* **Excellent customer service skills**

**PREFERRED:**

* **Experience in deploying Salesforce, or another CRM, in a higher ed environment**
* **Experience with project management and/or business analyst methodologies, especially as those relate to a CRM deployment**
* **Salesforce Administrator Certification**

**VI. QUALIFICATIONS: REQUIRED:**

* **Bachelor’s degree or equivalent combination of education and relevant experience**
* **3 years of related experience supporting Salesforce or a similar CRM**
* **Preferred: Experience in Higher Education**

**VII. COMPETENCIES**

1. **Planning and organizing: Plan and organize work to manage time effectively and accomplish job duties.**
2. **Innovative thinking: The ability to use existing and emerging technology and tools to create new and innovative solutions to problems and needs.**
3. **Adaptability: The ability to react positively and effectively with change. To be able to quickly learn and work effectively with new technology as well as the changing landscape of management, customers, strategy, and assignments.**
4. **Problem Solving and Decision Making: Observe and evaluate the outcomes of implementing the solution to assess the need for alternative approaches and to identify lessons learned**
5. **Customer support: Demonstrate ability to communicate with customers for the purpose of assessing their needs and helping them solve problems related to information technology.**

**NOTE: THE UNIVERSITY OF MAINE SYSTEM RESERVES THE RIGHT TO ASSIGN REASONABLY RELATED ADDITIONAL DUTIES AND CHANGE OR REASSIGN JOB DUTIES.**

Signatures: The signatures indicate the employee and immediate supervisor have reviewed the job description and had the opportunity to provide input.

Employee:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_

Immediate Supervisor:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_