

CRM ANALYST

Department: Enrollment Systems & Operations (ESO)
Reports To: Director of Enrollment Systems & Operations

Position Summary: As part of the Enrollment Systems group, the CRM Analyst is responsible for the configuration and maintenance of North Park University's recruitment communication systems and other CRM administrative functions as assigned.

Essential Responsibilities:

- Primary Technical Lead for Recruitment Communication Flows
 - Work with Undergraduate Admissions, Graduate Admissions, and University Marketing and Communications to continuously improve recruitment communication strategies
 - Input and maintain recruitment communication content, including email, printed letter, and text campaigns
 - Working with the CRM Administrator and the Enrollment Data Manager, develop and maintain database queries to drive the communication flow
 - Coordinate the exchange of data with third party communications providers such as search firms
- Reporting and Analytics
 - Develop verification reports to ensure that communication pieces are being sent correctly
 - Provide information regarding the effectiveness of communication strategies
 - Assist with the creation and maintenance of reports and dashboards
- Assist in documenting policies and procedures
- Work with IT or vendor technical support to resolve issues beyond ESO's expertise
- Research new technologies and provide insight into their usefulness within North Park's current and future systems and workflows
- Attend on-campus and off-campus training sessions, meetings, and conferences as directed and necessary for job performance and professional development

Essential Qualifications:

- Two years of experience with Salesforce or comparable CRM
- Bachelor's Degree, preferably in technology or information management, or equivalent experience
- Ability to communicate and collaborate effectively, via verbal and written methods, with both technical and non-technical personnel regarding technology issues
- Demonstrated aptitude for new technology and systems design
- Ability to follow verbal and written instructions and work with minimal supervision
- Willingness to occasionally work off-hours to maintain availability of critical systems
- Personal commitment to North Park University's mission of Christian higher education

Other Desired Qualifications:

- Previous experience with TargetX Recruitment Suite

Effective Date: November 2017

NOTE: Nothing in this job description restricts the supervisor's right to assign or reassign duties and responsibilities to this job at any time.