CRM Administrator

Department: Enrollment Systems

Reports To: Director of Enrollment Systems

Position Summary: The CRM Administrator is responsible for provisioning system access, maintaining security, creating, and monitoring automated processes, writing scripts, and coding, and ensuring baseline system functionality within North Park’s customer relationship management system (TargetX/Salesforce) for student recruitment.

Essential Responsibilities:

- Set up, maintain, NPU online application and web forms.
- Maintain CRM and ancillary system configurations per best practices.
- Install CRM software releases in a timely manner and coordinate reasonable testing.
- Develop and monitor automated processes to improve the accuracy and efficiency of information processing.
- Develop and maintain the technical components (e.g., scripts and formulas) needed for data imports, CRM data processing, data exports, and data integration to North Park’s ERP.
- Work with system members to develop reports and processes for maintaining data integrity and verifiability.
- Collaborate with the Information Technology department to ensure network and systems access and reliability.
- Develop and Maintain ETL (informatica) import/export processes.
- Monitor trends and best practices in CRM management and system administration.
• Maintain documentation of CRM Administration decisions, settings, processes, and procedures.

**Essential Qualifications:**

• Bachelor’s Degree, preferably in technology or information management
• Experience with admissions CRM systems preferably TargetX or Salesforce
• Aptitude and experience with programming and scripting languages
• Ability to communicate effectively with both technical and non-technical personnel
• Ability to follow verbal and written instructions and work with minimal supervision
• Willingness to occasionally work off-hours to maintain system availability
• Personal commitment to North Park University’s mission of Christian higher education

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