



COMMUNITY COLLEGE  
OF RHODE ISLAND

Division of Institutional Equity and Human Resources

POSITION DESCRIPTION

<b>TITLE</b>	Manager, Customer Relationship Management (CRM)
<b>POSITION NO.</b>	504017
<b>LOCATION</b>	Warwick Campus
<b>REPORTS TO</b>	Director Enterprise Applications
<b>GRADE</b>	PSA 16
<b>WORK SCHEDULE</b>	Non-Standard: 35 hours per week
<b>SUPERVISION</b>	May supervise professional and clerical staff
<b>LIMITATION (if applicable)</b>	
<b>REVISION DATE</b>	September 2024

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**JOB SUMMARY:**

The CRM Manager will be responsible for developing and implementing strategies to optimize customer interactions and enhance overall customer satisfaction. This role involves overseeing the CRM system, analyzing customer data, and leveraging insights to drive business growth and improve customer retention. The CRM Manager will collaborate closely with cross-functional teams to ensure alignment of CRM initiatives with business objectives.

Reporting directly to the IT Director of Enterprise Applications, the CRM Manager will work closely with the entire IT Enterprise Team and drive forward all CRM efforts in collaboration with stakeholders. May supervise staff as assigned by the Director.

**DUTIES AND RESPONSIBILITIES:**

- Develop and execute CRM strategies to cultivate customer and stakeholder engagement, business relationship, and drive growth.
- Manage and maintain the CRM system, including data integrity, user access, upgrades, maintenance, and system updates.
- Analyze customer data to identify trends, preferences, and opportunities for personalized marketing campaigns and targeted outreach.
- Implement segmentation strategies to effectively target different customer segments with tailored messaging and offers.
- Collaborate with functional teams to align CRM initiatives with overall college business goals and objectives.
- Create and monitor key performance indicators (KPIs) to measure the effectiveness of CRM programs and initiatives.
- Lead the development and implementation of customer lifecycle management programs, including onboarding, retention, and campaigns.
- Stay informed about industry trends and best practices in CRM technology and customer engagement strategies.
- Train and support functional end-users on CRM system usage and best practices for customer data management.
- Drive continuous improvement initiatives to optimize CRM processes and enhance the overall customer experience.
- Assist with the supervision of professional and/or clerical staff.
- Assist the Director with overall CRM business process improvement, stakeholder business relationship, and other duties as assigned.

**LICENSES, TOOLS, AND EQUIPMENT:**

**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

**REQUIRED QUALIFICATIONS:**

- Bachelor's Degree in Information Technology/Information Sciences, Marketing, Business Administration, or related field.
- Proven experience in CRM management, with at least 3 years in a similar role.
- Strong analytical skills with the ability to interpret complex data sets and extract actionable insights.
- Proficiency in CRM software platforms (e.g., Salesforce, Microsoft Dynamics, HubSpot) and related tools for data analysis and reporting.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- Strategic thinker with a customer-centric mindset and a track record of driving results through CRM initiatives.
- Detail-oriented with strong organizational skills and the ability to manage multiple projects simultaneously.
- Experience in developing and executing marketing campaigns, including segmentation, targeting, and personalization strategies.
- Knowledge of FERPA and other data privacy regulations related to CRM data management.
- Ability to adapt to a fast-paced environment and thrive in a dynamic, evolving organization.

**PREFERRED QUALIFICATIONS:**

- CRM Administrator experience.
- Familiarity with Higher Education and the Student Life Cycle.
- Experience with Student-Centered services.
- Ellucian Banner ERP or related.
- Project management experience.
- Master's degree and/or an equivalent combination of professional certifications i.e. CRM, PM

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.