



The University of Texas at San Antonio™

Job Description

Job Title:	CRM Coordinator	Job Family:	Admin Supp
Type:	Classified - Exempt	Job Code:	19556
Department:	Enrollment Marketing & Communications – Strategic Enrollment	Salary Grade:	59
Reports to:	Assistant Director, CRM Systems	Created/Revised:	8/9/2021
Work Modality:	Hybrid: On-Campus & Remote		

Job Summary

The Enrollment Marketing, Communications and Systems (EMCS) team is seeking to hire a talented, detail-oriented, and enthusiastic Customer Relationship Management (CRM) Coordinator to join a highly collaborative and dynamic marketing and CRM team. We're a high-energy, high-functional team that loves the mission of higher education, providing excellent support across 300+ users and over 30 departments to leverage the CRM to help recruit, retain and engage with prospective and current students at UTSA.

Think of this role as a “success support” role. You’ll be a trainer extraordinaire, onboarding new users and assisting with current users find value and success by leveraging the CRM tool. Ideal candidates have patience and great communication skills that can translate technical systems to functional processes that will allow our users to shine, which in turn, helps our students succeed at UTSA.

Core Responsibilities

1. **TRAINING** - Develop best practice-informed CRM training sessions and materials, for both in-person and online delivery, for faculty/students/staff users. Develops training schedules, calendars, and registration mechanisms for the delivery of online and in-person facilitated training sessions.
2. **ONBOARDING** – Facilitates the CRM onboarding processes by directly working with new users to identify business objectives and align with currently implemented CRM capabilities. Facilitates the adoption process by providing user training, process analysis and redesign recommendations, and other services that will assist with successful adoption of diverse functional areas of the University.
3. **DOCUMENTATION** - Provides specialized expertise in the design and implementation of CRM user documentation insuring compliance with established university protocols and procedures. Maintains all user documentation and course materials to ensure all content is always up-to-date, accurate and accessible. Understands the targeted users of the system and their specific needs and workflows through development of specific sessions and user documentation.
4. **BUSINESS ANALYSIS** - Maintain operational awareness of applicable University business process and objectives, develops and implements testing plans, develops and maintains comprehensive documentation, and ensures compliance with university policies.
5. **REQUIREMENT GATHERING** – Engage with functional/business users to identify, analyze, refine, and document business requirements and processes and develop associated solutions. Assist overall project team with refining processes, identifying issues and gaps, and identifying and adhering to best practices for areas such as compliance, security, testing, and training.

6. **RELATIONSHIP BUILDING** - Establish collegial relationships with peers in other functional and technical areas across the University, balancing advocacy with the need to cooperate in the management of an extremely complex interrelated system. Communicate and consult with the partner resources in campus functional units and negotiate, mediate, and resolve issues critical to the mission of the University. Be a representative for the university CRM initiative to campus-based departments, organizations, academic units, regional campuses, external units and other service users.
 7. **CRM MATURITY** - Contribute to the growth and modification of the University Salesforce CRM platform by acquiring and maintaining knowledge of new and emerging applications, tools, and architecture that may be used to support these functional operations.
 8. **TROUBLESHOOTING & SOLUTIONING** - Provide advanced functional troubleshooting and analysis to resolve more complex issues. Aid the CRM applications and data administrators in the research and development of solutions to new or unknown issues; work with the technical team to resolve technical user issues.
 9. **SUPPORT ENROLLMENT MISSION** - Contribute to and assist in overall CRM operations help to improve the effectiveness and efficiency of key business operations, especially in areas of recruitment, admission, enrollment services, marketing, and communications. Perform other duties as assigned.
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Minimum Requirements

Education/Certifications

- Bachelor's degree from an accredited institution.

Experience

- 3 years of experience in training users on technical systems, instructional design, writing documentation or coordinating onboarding and user requirements.
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Knowledge Skills & Abilities

- Expertise in writing/creating training materials
 - Expertise in translating techno-speak to business-lingo
 - Expertise in innovating and creating methods to best teach and train users
 - Ideal Candidate:
 - Is an effective communicator, team player, and highly collaborative
 - Is self-motivated, highly organized, and detail oriented
 - Has a desire to learn and perform in a fast-paced environment
 - Has the ability to handle aggressive deadlines
 - Has experience and enjoys working directly with system users
 - Has the ability to work with both front end users and back end technical employees to translate needs and gain knowledge of system
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Core Competencies

Individual Contributor:

Customer Focus, Dealing with Ambiguity, Functional and Technical Skills, Action Oriented, Self-Development

Working Conditions

Working Environment:

- Usual work environment and uses standard office equipment
- Repetitive use of a keyboard at a workstation.
- Evening and/or weekend work may be required
- This role will primarily be a remote role. Depending on location, telecommuters may be required to work on campus at times: travel and parking expenses are the employee's responsibility.

Physical Demands:

- Describe any Physical Demands of the Position
- Ex. Sedentary work; sitting most of the time. Jobs are sedentary, if walking and standing are required, only occasionally.
- Ex. Exerts up to 10 lbs. of force occasional