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CRM Data Manager
Role: CRM Data Manager

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Note for Current UM Employees

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The University of Mississippi

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Job Class

139127

10.2022

Exempt

Definition of Class

This CRM Data Manager is responsible for managing the use and upkeep of prospective student data in support of various business
and CRM projects that serve admissions functions and enrollment growth. The CRM Data Manager will manage ongoing prospective student data projects to deliver accurate data to a variety of teams, systems and processes across the campus. Projects will include a variety of areas such as marketing strategy, communications, customer service, analytics, segmentation and more. This individual will support cross functional teams in areas such as Salesforce CRM implementation, business analytics and
process improvement to ensure smooth operations.

Examples of Work Performed

- Manage ongoing prospective student data projects to deliver accurate data to a variety of teams, systems and processes across the campus. Projects will include a variety of areas such as marketing strategy, communications, customer service, analytics, segmentation and more
- Prepare a set of universal customer relationship procedures and apply them at every level of the student recruitment process
- •Managing and implementing tools/systems/ processes needed to build and maintain robust data hygiene standards and overall data governance.
- Ensure 100% compliance to affiliate contractual agreements and information protection protocols.
- The candidate will manage ongoing customer data projects to deliver accurate data to a variety of teams, systems and processes across the business. Projects will include a variety of areas such as marketing strategy, customer communications, customer service, analytics, segmentation and more.
- Working to implement projects for marketing, customer service, and contact center teams and systems to ensure Admissions has the best consumer data and profiles available to maximize effectiveness and to

create great customer experiences.

- Managing multiple Salesforce CRM projects in a fast-paced business environment, and prioritizing work efforts to ensure projects stay on track to hit deadlines.
- Serve as the departmental liaison to external vendors to increase new leads and to evaluate the effectiveness of vendor relationships on student yield.
- Ensure client systems and processes support data governance and hygiene requirements.
- This candidate will support cross functional teams in areas such as Salesforce CRM implementation, business analytics and process improvement to ensure smooth operations.
- Building and maintaining positive working relationships with stakeholders and internal customers across the university while maintaining a very high level of accuracy and on-time delivery.
- Assist departmental leadership in segmenting prospective students into different groupings based on common characteristics like demographics or behaviors and personalize the approach for each segment appropriately.
- Identify the most efficient student interaction approaches and prioritize them accordingly
- Coordinate different departments in terms of their student interactions and establish a way to increase the level and effectiveness of their cooperation
- Notify departmental leadership about all the execution plans and required changes

Essential Functions

Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring department.

- Manage client consumer data in support of various CRM processes and projects
- Develop recommendations / strategies based on data analysis
- Support cross functional teams

Minimum Physical Requirements

Minimum Qualifications
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi's Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

Physical Requirements: These physical requirements are not exhaustive, and additional job-related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

Physical Exertion: The incumbent may be required to lift up to approximately 10 pounds.

Vision: Requirements of this job include close vision.

Speaking/Hearing: Ability to give and receive information through speaking and listening.

Motor Coordination: While performing the duties of this job, the incumbent is periodically required to talk and hear. The incumbent is occasionally required to sit; stand; walk; use hands to finger, handle, or feel objects, tools, or controls; and to reach with hands and arms

Minimum Education/Experience

Education:

Bachelor's Degree in Computer Science, Marketing, Business or related fields

AND

Experience:

One (1) years of experience related to the above-described duties.

Substitution Statement: Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

Competencies

Job Knowledge

Salary/Wage Information

To learn more about our pay structure and view our salary ranges, click here to visit the Compensation page of our Human Resources website. This link is provided for general pay information. Hourly rate or salary may vary depending on qualifications, experience, and departmental budget

EEO Statement

The University of Mississippi provides equal opportunity in any employment practice, education program, or education activity to all qualified persons. The University complies with all applicable laws regarding equal opportunity and affirmative action and does not unlawfully discriminate against any employee or applicant for employment based upon race, color, gender, sex, pregnancy, sexual orientation, gender identity or expression, religion, citizenship, national origin, age, disability, veteran status, or genetic information

Background Check Statement

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