

# CRM ADMINISTRATOR

Job Code	Pay Grade
15072	P2

## Nature of Work

This is responsible analytical and technical work managing and maintaining the Customer Relationship Management/Content Management System (CRM/CMS) solution for the Convention Visitors Bureau, CVB. The CRM Administrator bridges the gap between the CRM system and the users who interact with it. The work requires successful collaboration with all teams that use the system including; Sales, Client Services, Operational Support and other teams in order to understand business needs and provide automated solutions. The incumbent solves complex problems, develops solutions related to the CRM platform and serves as a key subject matter expert on complex and/or critical business issues and processes with particular emphasis on CRM systems and sales processes. Work requires creative and original thinking with considerable latitude for individual initiative, judgment and discretion in working with customers. This position reports to a CVB Manager.

## Minimum Qualification Requirements

- 5 years of experience performing analytical, technical and administrative support that includes systems administration and support of CRM-related computer business services and processes; or;
- Associate's degree in information technology, MIS, computer science, computer technology or related field plus 3 years experience as defined above; or
- An equivalent combination of education, training, and/or experience.

## Appointing Authority May Also Require

- Florida Driver's License.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other highly desirable knowledge, skills, abilities, and credentials relevant to a position.

## Illustrative Tasks (These are examples and are not all inclusive.)

- Manages day-to-day activities related to the Customer Relationship Management (Simpleview CRM) database, ensuring and maintaining data validity.
- Supports the business needs of the CVB by analyzing best CRM strategies and methods to accomplish department goals.
- Analyzes potential needs and recommends improvements and/or modifications to the CRM platform.
- Develops, defines and documents procedures, processes and best practices related to CRM database.
- Provides support for additional business initiatives and technology solutions including website management via a CMS (Content Management System), website database management, key-card system, server maintenance requests, printer service needs, etc.
- Administers system management functions including setting of individual user security roles, creating user-defined fields, account triggers, rules setup, user re-assignment, working with snapshots and status histories.
- Interacts with contracted vendor(s) on database and related electronic application(s) in order to investigate and resolve issues as they arise.
- Troubleshoots problems and delivers ongoing technical support and training for system users.
- Maintains knowledge of best practices and stays abreast of new developments in the industry.
- Manages database; accounts, contacts, listings, images, leads, responses and service requests.
- Creates forms and templates, generating partner referrals and managing the fulfillment process.
- Creates and runs advanced searches, building searches with multiple filter groups, as well as using status history filters.
- Examines and edits code files.
- Handles URL redirects.

## CRM ADMINISTRATOR (continued)

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### Knowledge, Skills, and Abilities

- Knowledge of Simpleview CRM software and its application related to sales, marketing, and business processes.
- Knowledge of analysis and research techniques, methods and procedures.
- Skilled in translating business requirements into technical deliverables.
- Ability to provide desktop support and user administration.
- Ability to communicate effectively, both verbally and in writing, with peers and others.
- Ability to communicate with tact, patience and courtesy at all levels of the organization.
- Ability to prepare clear and comprehensive reports, recommendations and proposals, verbally and in writing.
- Ability to present oral and written technical reports clearly and concisely.
- Ability to train technical and non-technical personnel.

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Created	EEOC Code	Overtime Code
11/15	Professionals	Exempt