



**Position:** CRM Manager (Part-Time)

**Department:** Admissions

**Reports to:** Director of Admissions Operations

**Job Summary:** As a member of the Enrollment Management team the Salesforce Expert at our college, you will play a pivotal role and optimizing our Salesforce system to streamline operations and enhance the recruitment, admissions, and overall enrollment process. Your responsibilities will encompass a wide range of activities to ensure data is managed effectively within the organization.

**Duties and Responsibilities:**

- Administer and oversee Salesforce for multiple departments, focusing on recruitment, admissions and enrollment. Ensure the platform is configured to meet the unique needs of each department.
- Train new users and provide ongoing support to existing users across different departments. Help them utilize Salesforce effectively, including creating custom fields, objects, personalized page layouts and custom record types.
- Build reports and dashboards tailored to individual and organizational needs to drive recruitment and enrollment efforts.
- Assign and modify user profiles, roles, and permission sets to ensure proper access to data and system security.
- Create automated flows and processes within Salesforce to enhance user and system efficiency, automating repetitive tasks and optimizing workflows.
- Oversee data integration between Salesforce and other software systems, including the college's Student Information System (SIS) and the Common App, ensuring data consistency and accuracy.
- Implement regular data cleanup and deduplication activities to maintain high data quality and integrity.
- Take responsibility for importing thousands of new Contact and Prospect records each year, utilizing data import tools such as the Salesforce Data Import Wizard, MuleSoft's Dataloader, and Enrollment Rx's Import Rx module.
- Build and maintain web forms for admissions and recruitment, including the college's application, event registration, and program registration, within Salesforce.
- Administer the Marketing Cloud platform, using data-drive insights to inform marketing decisions related to recruitment and admissions.
- Create data extensions, automations, and journeys to maximize marketing efficiency and effectiveness, enhancing the college's outreach and engagement efforts.

**Qualifications:**

- Bachelor's degree preferred.
- Previous work experience in a recruitment/admissions environment is a plus.
- Proficiency in CRM (Salesforce) management is a requirement.
- Proven experience in Salesforce administration and customization.
- Ability to define problems, troubleshoot and implement solutions.
- Knowledge of higher education, academic programs, and admissions practices for diverse student type is a plus.
- Ability to participate in a fast paced, creative, change-oriented and success-driven environment.
- Willingness to work evenings and weekends as necessary.
- Excellent time management skills.
- Ability to manage several projects simultaneously while meeting aggressive deadlines.
- Ability to relate to many different constituent groups on campus is required.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.

**Working hours:** up to 24 hours per week

**Pay Range:** \$30.00 – \$35.00 per hour

**The advertised pay scale reflects the minimum and maximum salary range for this role. The specific compensation offered to a candidate may be dependent on a variety of factors including, but not limited to; the candidate's experience, education, credentials and/or qualifications.**

About St. Francis College: For 160 years, St. Francis has been driven by dreams-powered by big ideas, bold ambitions, and the courage to bring them to life. Located on a dynamic campus at a global crossroads, St. Francis College invites students to learn in the heart of Brooklyn, an exhilarating mix of cultures and neighborhoods, home to innovative starts, storied organizations, and the city's largest concentration of college students. The College strives to offer ample opportunities for students to immerse themselves in the intellectual, cultural and professional opportunities afforded by New York City, and to serve the needs of the local community in which they live and study. We educate the whole person for a full, relational life, developing the students' talents and abilities to form confident alumni well prepared for graduate study, for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership. St. Francis College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to increasing the diversity of our faculty, students, and the curriculum. Qualified candidates of diverse ethnic and racial backgrounds are encouraged to apply.

Interested applicants can apply by [clicking here](#).