



Louisiana's

Community & Technical Colleges

Changing Lives, Creating Futures

CRM Platform Manager

***** Internal Applicants Only *****

Position Title: CRM Platform Manager
Reports to: Executive Director, Student Services
Position Classification: Unclassified, Exempt (FLSA)

Position Summary:

Under the supervision of the Executive Director of Student Services, the incumbent will oversee the design, implementation, testing, maintenance and training of staff for the Customer Relationship Management (CRM) platform utilized by LCTCS Enrollment Management staff to communicate with and assist prospective and current students. The Manager will handle the day-to-day operations of the CRM, which includes troubleshooting CRM issues, and designing data reports and dashboards to improve operations. This position requires excellent written and verbal communication skills, the ability to work in a fast-paced environment, and the ability to troubleshoot and prioritize the delivery of excellent customer service to all stakeholders.

Duties include:

- Working closely with CRM developers to design platforms that are end user friendly and serve the needs of the organization
- Overseeing the implementation, testing and maintenance of the multiple CRM platforms, to include the installation of additional applications that meet the needs of LCTCS, and the colleges served
- Training staff to effectively and efficiently use the CRM to provide excellent customer service to prospective and current students
- Overseeing the day-to-day operations of the CRM, including trouble shooting issues
- Working with the LCTCS Finance Department to reconcile billing for the CRM
- Developing reports and data dashboards to assist with the design of strategies to improve operations
- Collaborating with college staff to install and maintain required plug-ins on college websites
- Assisting with mass communication technology to deliver outbound texts and/or emails to students at the request of the college or LCTCS
- Other duties as assigned

Qualifications:

- Bachelor's degree from an accredited institution.
- Minimum 2 years' experience in student services, financial aid, or records.
- Demonstrated ability to communicate verbally and in writing.
- Experience with MS Office and Adobe products.
- Demonstrated ability to quickly identify and troubleshoot issues in a fast-paced environment.
- Demonstrated ability to build and maintain professional relationships across various functional areas to ensure the success of cross-functional projects.
- Previous experience at an LCTCS institution is highly preferred.
- BANNER experience is highly preferred.
- Understanding of and commitment to the mission of the Louisiana community and technical colleges.

Additional Requirements:

- A valid Louisiana Driver's License
- Proof of motor vehicle insurance
- Proof of education

In accordance with LCTCS Policy #6:036, a criminal history check will be conducted on all new hires. LCTCS participates in the federal E-Verify system for identification and employment eligibility purposes.

Compensation:

Depends on Qualifications

Application Instructions:

Applicants for this position should submit 1) a cover letter, 2) resume and 3) the names and contact information of three work-related references to:

Human Resources
Louisiana Community and Technical College System
265 S. Foster Drive
Baton Rouge, LA 70806

or via email to employment@lctcs.edu

Applications will be accepted until position is filled.

For more information about the Louisiana Community and Technical College System, visit www.lctcs.edu. LCTCS is in partnership with Louisiana Economic Development FastStart and Louisiana Job Connection.

Louisiana Community and Technical College System is committed to diversity and is an equal opportunity / equal access employer.