Radford University is accepting applications for a CRM Administrator who will serve a lead role in the Hobson's Radius CRM implementation for Academic Affairs. Once the implementation has been completed this position will transition to manage and maintain the various modules of the CRM. This position will be responsible for completing business process analysis for each office wanting to use the CRM to ensure that the tool is utilized in an efficient and appropriate manner. Communication plan development, template creation, campaigns, and individualized communications will be reviewed by this position to confirm that they present accurate information and are branded appropriately for the target audience. It is expected that this position will be responsible for form & event creation, policy and procedure documentation development, providing integration support, training end users, as well as developing operational reporting and analysis of the communication and campaign effectiveness within each office. Additionally this position will be expected to have a thorough understanding of all the CRM modules and how they impact offices throughout Academic Affairs.

The ideal candidate must possess an advanced degree in related field, or education, training, or work experience at a level which equates to an advanced degree. As well as have experience working with a relational database such as but not limited to Banner, People Soft or other Student Information systems and experience working with a CRM. Additionally the candidate should demonstrate the following:

- Required Qualifications: Experience working with a relational database such as but not limited to Banner, People Soft or other Student Information systems.
- Experience working with a CRM.
- Proficiency in all Microsoft Office Applications including but not limited to Word, Excel, Powerpoint, and Outlook as well as experience with the Adobe Design Suite.
- Willingness to travel for training and work purposes.

Preferred Qualifications:

- Experience working in higher education with an understanding of various university stakeholders.
- Demonstrated experience managing multiple complex projects with competing deadlines and work independently in a deadline driven environment.
- Demonstrated strong communication and interpersonal skills.
- Demonstrated organizational skills and ability to exercise professional discretion and judgment.
- Experience with a CRM implementation as well as end user expertise.
- Experience working with Banner or another higher education student information system.
- Experience working with a diverse academic community.

To apply for this position and for more information, go to https://jobs.radford.edu. Applicants must complete an online application and attach a cover letter, resume, and names and contact information for three references. Review of applications will begin on October 3, 2014.

Radford University is an EO/AA employer committed to diversity. All new hires to Radford University will be subject to E-Verify beginning June 1, 2011. E-Verify is administered by the U. S. Department of Homeland Security, USCIS-Verification Division and the Social Security Administration and allows participating employers to electronically verify employment eligibility. Salary is competitive and based upon experience.