



## **CRM Administrator**

**Category:** Exempt  
**Pay Grade:** E19  
**Job Code:** 15072

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

### **JOB SUMMARY**

Performs responsible analytical and technical work managing and maintaining the Customer Relationship Management/Content Management System (CRM/CMS) solution for the Convention Visitors Bureau, CVB; bridges the gap between the CRM system and the users who interact with it; collaborates 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; solves complex problems; develops solutions related to the CRM platform; 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.

### **ESSENTIAL JOB FUNCTIONS (examples, 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;
- Liaisons between vendors and the department for service needs;
- Performs other related job duties as assigned.

## QUALIFICATIONS

### **Education and Experience:**

Five (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 an Associate's degree in information technology, MIS, computer science, computer technology, or related field plus three (3) years of experience as defined above; or an equivalent combination of education, training, and/or experience.

### **Special Qualifications (May be required depending on area of assignment):**

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other knowledge, skills, abilities, and credentials required for a specific position.

### **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;
- Skill 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;
- Ability to use small office equipment, computers, and highly technical computer applications;
- Ability to implement telecommunication systems, computer hardware or network systems, complex software or management systems, and new technology systems.

## PHYSICAL/MENTAL DEMANDS

The work is medium work which requires exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects. Additionally, the following physical abilities are required:

- Balancing: Maintaining body equilibrium to prevent falling while walking, standing or crouching on narrow, slippery, or erratically moving surfaces. The amount of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.
- Crawling: Moving about on hands and knees or hands and feet.
- Crouching: Bending the body downward and forward by bending leg and spine.
- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Grasping: Applying pressure to an object with the fingers and palm.
- Handling: Picking, holding, or otherwise working, primarily with the whole hand.
- Kneeling: Bending legs at knee to come to a rest on knee or knees.
- Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Occurs to a considerable degree and requires substantial use of upper extremities and back muscles.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Standing: Particularly for sustained periods of time.
- Stooping: Bending body downward and forward by bending spine at the waist. Occurs to a considerable degree and requires full motion of the lower extremities and back muscles.

- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

**WORKING CONDITIONS**

Work is performed in a relatively safe, secure, and stable work environment.