



Cañada College ♦ College of San Mateo ♦ Skyline College

**CUSTOMER RELATIONSHIP
MANAGEMENT (CRM) DIRECTOR**

An Academic Classified Exempt Position

Grade 197E–Academic-Classified Exempt Supervisory Salary Schedule 35

A. General Statement

The CRM Director will lead the activities of the technical team supporting the Salesforce CRM and related systems. The Director’s goal is to deliver a set of solutions that provides an environment conducive to operational efficiency, expanded use of data and greater ease of use for students and employees. This leadership role is responsible for consulting and guiding college and district stakeholders to maximize the business value of connected applications and data on the Salesforce platform.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Manage the key milestones and deliverables associated with strategic projects within the scope of responsibility
2. Collaborate with senior management to translate short and long term business needs into scalable solutions
3. Builds and continuously refines the Salesforce platform roadmap in close collaboration with stakeholders and the internal CRM development team
4. Lead a team of talented staff to support the internal departments who use the CRM platform.
5. Identifies new Salesforce platform features and capabilities that support the roadmap and works with the various stakeholders to identify if and when they should be introduced
6. Leads the effort to identify and promote best practices on the Salesforce platform
7. Leads meetings of the CRM Platform Steering Committee
8. Leads business prioritization and issue review sessions to help college teams groom and rank their requests
9. Communicates details of fixes, enhancements and new capabilities on the platform to relevant internal business audiences
10. Creates and maintains operational & functional metrics for Salesforce platform.

11. Defines and monitors KPIs to measure the health and adoption of the Salesforce platform
12. Identifies and coordinates Salesforce training for internal employees
13. Stay current on technological advances relevant to supporting efficient business processes
14. Stays current with California Title 5 Regulations
15. Performs other related duties as required

C. Requirements

1. A Baccalaureate Degree from an accredited institution in computer science, information systems, or a closely related field
2. Outstanding written and verbal communication skills
3. Strong leadership and negotiation skills with business and technical groups
4. At least 10 years of overall experience in technology with at least 5 years in leading midsize teams in complex fast moving CRM environment. Salesforce experience preferred.
5. Experience facilitating meetings and presenting to business and technical audiences at all levels
6. Demonstrated cultural competence, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff

OR

An acceptable equivalent combination of education and experience

D. Preferred

Advanced Salesforce.com admin certification required, Sales and/or Service cloud consultant certification

E. Physical/Other Requirements

This classification requires sitting or standing for prolonged periods of time, dexterity of hands and fingers to operate a computer keyboard, touch screen and mouse

F. Knowledge, Skills & Abilities

1. Strong knowledge of the Salesforce platform and AppExchange ecosystem
2. Demonstrated expertise in various software development life cycle methodologies
3. At least 5 years of experience implementing Salesforce.com and Service Cloud applications
4. Experience working in higher education or similar environment. Public or Private institutions.
5. Functional knowledge of higher education application areas such as recruiting, admission, retention, alumni operations, etc.

(1/2019)