

CRM Administrator, College of Arts and Sciences
University at Buffalo, The State University of New York

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Posted Dec. 1, 2022, set to expire Aug. 4, 2023

Job Title	CRM Administrator, College of Arts and Sciences
Department	CAS Administrative Operations
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Dec. 1, 2022
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Graphic Design/Marketing Communications/Public Relations Admissions/Student Records/Registrar Administrative Support/Services
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Job Description

The [College of Arts and Sciences](#) at the University at Buffalo is seeking a **CRM Administrator** who will regularly assess and make strategic and operational improvements and recommendations with Slate Technolutions.

You will serve as the primary technical and systems Slate expert the College of Arts and Sciences. The focus for this position will be:

- Optimize Slate for the College of Arts and Sciences. This includes ensuring data is accurate and timely to meet set deadlines.
- Create and manage permission groups for faculty and staff that is consistent with established

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workflows.

- Monitor and track applications by program and reconcile annual revenue share across 30 academic departments
- Administer central tuition residency process and configure fellowship nomination review process through Slate reader.
- Supervise central graduate application processing team members Create and provide Slate queries to be used by central processing team members and build admissions activity reports for DGS status updates.
- Report return on investment of digital marketing collaboration efforts by tracking conversions throughout the admissions funnel
- Configure and maintain an accepted student portal in Slate that interfaces with international student I-20 access and complements CAS yield enhancement efforts
- Execute and track data-driven branded and automated message campaigns for prospective students and applicants in consultation with Director of Graduate Enrollment

Minimum Qualifications

- Bachelor's degree
- 2 years relevant work experience
- Business acumen, ethical behavior, problem-solving with minimal direction, ability to deliver high quality work in a timely manner
- Proven hands-on, functional proficiency in CRM administration including but not limited to management, programming, coding, querying, and analyzing
- Excellent data ecosystem skills, including but not limited to good data hygiene, collection, organization, analysis and visualization
- Ability to quickly learn and use University and external technology, including but not limited to Slate and Adobe CMS
- Outstanding oral, written and presentation skills, team and collaboration skills, and able to work with a variety of stakeholders, including faculty, staff and College leadership
- Strong project management skills, ability to manage multiple projects concurrently and meet strict deadlines.

Preferred Qualifications

- Master's degree in relevant disciplines like higher education administration, marketing or communications
- Proven hands-on administrative expertise in Slate or equivalent CRM tool for higher education, including but not limited to management, programming, coding, querying, and analyzing

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- Proven hands-on functional expertise in University and external technology, including but not limited to Adobe CMS and Google Analytics

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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