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## Auburn University Job Description

Job Title: **Mgr, Salesforce & Data Admin**

Job Family: No Family

Job Code: **HC83**

Grade AA12 \$60,900 - \$109,600

FLSA status: Exempt

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### Job Summary

The Mgr, Salesforce & Data Administration manages and coordinates data management efforts across the unit to ensure accurate and consistent reporting. This role is responsible for the day-to-day operations to include maintaining configurations, developing and maintaining data extracts and load scripts, ensuring data is being exchanged between integrated systems, and managing user access.

### Essential Functions

1. Directs multiple sources of highly complex data across the unit to include graduate programs, undergraduate programs, employer data management, and alumni data management to ensure integration between the various systems across campus. Provides technical design, implementation, maintenance, system administration, and support for the unit's data users.
2. Works with outside vendors, senior college and OIT leadership, governance committees, research personnel, faculty, student groups, campus IT staff, and others across campus serving as the data subject matter expert to ensure smooth transactions, deployment and operational processes. Collaborates with the Provost Office Salesforce team and the Functional Administrators in the units across campus. Oversees the procurement and selection of information technology that is significant to the management of Big Data and CRM technology.
3. Manages the technical and data architecture design for the strategic Customer Relationship Management (CRM) initiative within the unit and its related integrated applications to ensure consistent flow of data between systems.
4. Completes, validates, and disseminates data related to multiple accreditation and ranking surveys, along with profile survey data.
5. Develops and updates all training materials for Salesforce; conducts training sessions to new users and ongoing refresher sessions to current users. Ensures all users are up-to-date with system changes.
6. Establishes policies and procedures for the data governance, data security and integrity, and data definitions for the unit.
7. Establishes and provides education on CRM and data governance best practices in conjunction with the campus-wide data governance initiative.
8. Performs other duties as assigned.

### Supervisory Responsibility

Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions.

*The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.*

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### Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Four-year college degree	Degree in Business, Engineering or Mathematics/Statistics. Preferred degree in Management Information Systems, Computer Engineering, or Business Analytics.
<b>Experience (yrs.)</b>	6	Experience designing, administering, reporting, and analyzing data and data sources to drive decisions. At least 1 year experience mentoring, supervising, or leading others.

#### **Substitutions allowed for Education:**

Indicated education is required; no substitutions allowed.

#### **Substitutions allowed for Experience:**

Indicated experience is required; no substitutions allowed.

#### **Minimum Required Knowledge**

Data management knowledge, Excel proficiency, FERPA guideline knowledge.

#### **Certification or Licensure Requirements**

SalesForce Certified Administrator - must obtain within a year of employment.

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### Physical Requirements/ADA

No unusual physical requirements. Requires no heavy lifting, and nearly all work is performed in a comfortable indoor facility.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, reaching, talking, hearing, .

Job occasionally requires standing, walking, stooping/kneeling/crouching/crawling, handling objects with hands, .

Vision requirements: Ability to see information in print and/or electronically.

Date: 7/13/2022

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