Position Description

Position Title CRM Administrator, Business Transformation Unit

Position No:	500XXXXX
Organisation Unit:	Student Services and Administration Student Operations and Improvement Team
Campus/Location:	Melbourne (Bundoora)
Classification:	Higher Education Officer Level 7 (HEO7)
Employment Type:	Continuing, Full-Time
Position Supervisor : **Number:**	Senior Manager, Student Operations and Improvement 5000XXXXX
Reports positions: **level:**	0 reports
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - http://www.latrobe.edu.au/about

Jobs at La Trobe - http://www.latrobe.edu.au/jobs

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Position Context / Purpose

This position is part of the Student Services and Administration Division which comprises Student Administration, Service Businesses, Counselling and Equality & Diversity. The position is within the Student Operations and Improvement Team which is responsible for the delivery of an excellent customer service to students, La Trobe University staff and the community. The portfolio works across both academic Colleges and all campuses of the University.

This position reports to the Senior Manager, Student Operations and Improvement and is responsible for technical support for the *RightNow* system, a commercially leased web based Customer Relations Management (CRM) system. This will include the administration, configuration, maintenance and testing of various database instances and the coordination of both the development and production environments and support services including training, business monitoring and report development. The role will work across the Portfolio and provide support and advice to senior managers regarding the best mechanism for communicating to staff and students. The role will also liaise closely with staff in related areas such as Digital Marketing and Student Enrichment.

The position will also contribute to the development of the Portfolio's communications strategy and will assist with the maintenance of the Online Frequently Asked Question (FAQ) database, including content development and reporting to provide a high quality web information resource.

The CRM Administrator is required to employ and maintain a professional, positive and solution orientated approach across all work practices and daily interactions.

Operations span from 8:00am – 8.00pm and as such the incumbent may be required to work outside traditional business hours.

Key Areas of Accountabilities

Working closely with the Manager, Business Transformation Unit and other senior managers of the portfolio, this role will have responsibility for:

- Configuring and maintaining the *RightNow* CRM application as it relates to the business of the Student Services and Administration Portfolio, ensuring the system provides continuous service to the Portfolio .

- Providing advice and high level system support to staff within the Student Services and Administration Portfolio and stakeholders/clients in the wider University community for the efficient resolution of issues and queries related to *RightNow*.

- Work with stakeholders to define requirements and customize the application to satisfy business goals

- Participate and contribute to relevant University projects and provide advice and expertise in how CRM can be used to meet project goals and objectives.

- Identifying and gathering business requirements for the *RightNow* system, to provide appropriate solutions and statistical/analytical reports and reporting dashboards.

- Configuring necessary access permissions, roles and profiles to the *RightNow* system and other relevant student support systems.

- Liaising with key internal and external stakeholders to address and resolve system related issues.

- In close liaison with ICT assist with the planning and managing *RightNow* system upgrades, modifications and enhancements.

- Developing and maintaining system process documentation and training materials and communicating changes through ongoing training to relevant staff and stakeholders in collaboration with relevant staff in the Business Transformation Unit.

- Contribute to the development of the Portfolio's communication strategy, particularly in regard to its efficient and effective utilisation of the *RightNow* system.

- In consultation with Portfolio's Managers develop a reporting regime appropriate to the needs of the Department and the wider University.

- Other duties as required given the knowledge, experience and skills of a person completing the above duties.

Key Selection Criteria

ESSENTIAL

- An undergraduate degree with at least 4 years subsequent experience; or extensive experience and management expertise; or an equivalent alternate combination of relevant knowledge, training and/or experience.
- Demonstrated high level information technology skills, including experience in internet technologies and complex enterprise databases.

- Demonstrated strong analytical, conceptual and problem solving skills including proven ability to undertake data analysis tasks.

- Demonstrated highly developed skills and experience in the writing, editing and production of information.Proven high level computer skills and proficiency with desktop applications (and PC-based and networked computer systems.

- Demonstrated high level interpersonal and communication skills, with a strong customer service focus and sound capability for senior level liaison with internal and external stakeholders.
- Demonstrated high level organisational and problem solving skills, with an ability to manage and deliver several projects or business processes concurrently and monitor performance against operational timelines, standards and objectives.
- Ability to work on projects independently and/or within a team environment

DESIRABLE

- Experience with the use and maintenance of Customer Relations Management (CRM) software, particularly the application of *RightNow*.
- Previous experience in the Higher Education sector.
- Ability to simplify complex technical information for general consumption will be well regarded.