



## Position Description

Position:	<b>Salesforce CRM Project Manager and Analyst</b>
Department:	Office of Online and Digital Learning, Academic Affairs
Full-time or Part-time:	Full-time, exempt
Reports to:	Associate Dean for Online and Digital Learning

**Position Overview:** Princeton Theological Seminary is seeking an experienced and dynamic Salesforce CRM Project Manager /Analyst with a strong background in higher education. In this pivotal role, you will lead the implementation of Salesforce across the newly established Online and Digital Learning department, serving as the key point of contact between the seminary and external consultants. You will oversee the integration of advancement modules with advancement consultants, collaborate with the marketing team to launch a Marketing Cloud instance, and ensure the Salesforce CRM operates efficiently to support the seminary's strategic objectives. This role will be responsible for project deliverables that are aligned with business and technology strategies. This position will require you to perform project and business analysis, including documenting business requirements, detailing issues and risks, drafting business processes and data flows and future state to drive business priorities. You will have to deal with complex business challenges, tight deadlines, competing priorities, interaction with vendors and with the senior management team.

### ESSENTIAL FUNCTIONS:

- **Salesforce Implementation and Management:**
  - Oversight for the full lifecycle of the Salesforce CRM implementation, with a focus on advancing the Online and Digital Learning department's capabilities.
  - Serve as the primary point of contact and liaison between the seminary, external consultants, and internal stakeholders to ensure successful deployment of the advancement modules.
  - Collaborate on the creation and customization of the Salesforce Marketing Cloud instance with the marketing team, aligning its features with the seminary's marketing and communication strategies.
- **Project Management:**
  - Develop and manage project plans, timelines, and budgets to ensure Salesforce CRM projects are completed on time, within scope, and within budget.

- Coordinate with cross-functional teams, including IT, marketing, advancement, and academic departments, to gather requirements, define project objectives, and deliver solutions that meet the seminary's needs.
  - Monitor project progress, identify potential risks, and implement mitigation strategies to address challenges.
  - Proven experience as a PM/Business Analyst working with Salesforce Education Cloud or similar Salesforce industry solutions.
- **Data Management and Analysis:**
    - Design and implement data management processes to ensure the integrity, accuracy, and security of data within Salesforce CRM.
    - Analyze CRM data to generate actionable insights that support decision-making processes in the Online and Digital Learning department and other seminary operations.
    - Provide training and support to end-users to maximize the effectiveness of the Salesforce CRM system.
    - Salesforce Education Cloud & Education Domain. experience working in the education industry, with an understanding of higher education operations and student lifecycle management.
    - Experience with Salesforce configurations, including reports, dashboards, flows, and automations.
- **Collaboration and Stakeholder Engagement:**
    - Work closely with the Associate Dean of Online and Digital Learning and Salesforce Stakeholder group to align CRM initiatives with the strategic goals of the department and the seminary at large.
    - Act as a translator of technical information, breaking down complex Salesforce processes and functionalities into clear, accessible language for non-technical stakeholders to ensure understanding and informed decision-making.
    - Engage with stakeholders to understand their needs and translate them into CRM solutions that enhance the seminary's educational and operational efficiency.
    - Facilitate communication and collaboration across departments to promote the successful adoption of Salesforce CRM.
    - Experience leading Agile teams and the ability to undertake the role of a Product Owner if needed.
    - Familiarity with education processes such as online learning, enrollment, course registration, and alumni engagement.

**Qualifications:**

- Bachelor's degree in business, Information Systems, or a related field; advanced degree or certifications (e.g., PMP, Salesforce Administrator) preferred.
- Proven experience in project management and CRM systems (e.g., Salesforce, HubSpot, Microsoft Dynamics).
- Strong analytical and problem-solving skills with the ability to interpret complex data and translate insights into actionable plans.
- Excellent organizational, communication, and interpersonal skills, with a track record of managing multiple projects simultaneously.
- Proficiency in project management tools (e.g., Asana, Trello) and CRM analytics platforms.

**Preferred Skills**

- Experience with CRM migrations or integrations.
- Familiarity with agile methodologies and change management strategies.
- Knowledge of SQL or other database management tools is a plus.

This position offers a unique opportunity to drive meaningful improvements in CRM strategy and technology while working within a collaborative and innovative environment.

**To apply:** Interested candidates should submit a cover letter, CV, and the names and contact information for three references to the Human Resources Office at Princeton Theological Seminary at [hr.office@ptsem.edu](mailto:hr.office@ptsem.edu). Review of applications will begin immediately.

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