Bemidji State University and Northwest Technical College
invite applications for the position of:

Customer Relationship Management (CRM) Analyst / Developer

MAPE JOB POSTING

CLASSIFICATION: Management Analyst 2 (01124849)

OPENING DATE: August 26, 2019

BID CLOSING DATE: Tuesday, September 3, 2019, at 4:30 p.m.

CLOSING DATE: Tuesday, September 17, 2019 at 11:59 p.m.

POSITION LOCATION: Admissions Office – Bemidji State University

SHIFT & SCHEDULE: Unlimited Full-time; Monday – Friday 8:00 a.m. – 4:30 p.m.

POSITION PURPOSE:
This position is primarily responsible for managing the Campus Management Engage (Microsoft Dynamics 365 Platform) Customer Relationship Management (CRM) system that supports the recruitment and admissions plan to enroll new students at Bemidji State University (BSU) and Northwest Technical College (NTC). The primary focus of this position will be to optimize the CRM platform through leadership, management and training to support functions such as Communication Flows, Event Tracking, Travel Planning, Customized Dashboards, BI Reports and Duplicate Record Resolution.

PRINCIPLE RESPONSIBILITIES:
1. CRM Development & Management:
   - Collaborate with CRM Vendor and Microsoft Dynamics 365 software developers, business analysts, software architects to optimize CRM solutions and explore additional tools as needed.
   - Provide CRM leadership and training to key recruitment areas.
   - Training responsibilities will include, but are not limited to: Communication Flows, Event Tracking, Travel Planning, Customized Dashboards and BI Reports.
   - Ongoing customization of the CRM to meet the needs of Bemidji State University and Northwest Technical College.
   - Perform independent analysis on data quality and develop routines to cleanse data quality issues.
   - Maintain data integrity by periodically auditing database tables. Document, recommend and implement corrective actions when necessary.
   - Monitor CRM rights and individual/team license needs.
   - Establish and manage data security guidelines and meet all FERPA requirements.

Priority: Essential Percent of Time: 70%
2. **Data Hub Integration:** Monitor daily (or on demand) integration of Integrated Student Records Systems (ISRS) data into CRM and correct import errors as needed.
   - Offer leadership to MN State Data Integration Hub project to ensure clean data traffic between CRM and ISRS.
   - Load names from electronic sources into recruitment systems sources: ACT EOS; ACT Assessment; ACT Plan; ACT Predictive Modeling; College Board; National Research Center for College and University Admissions (NRCCUA); Talent Search; other sources: Athletics and Alumni.
   - Support ImageNow tools to efficiently match student records/data in a timely fashion.
   - Prepare for Next Gen ISRS and any future CRM opportunities/tools to best serve our students.

**Priority:** Essential  
**Percent of Time:** 20%

3. **Campus Relations:**
   - Answer questions and resolve student, faculty and administration issues.
   - Communicate effectively through written correspondence, phone, personal conversations, or electronic means to resolve customer issues.
   - Maintain confidentiality of private student data.

**Priority:** Essential  
**Percent of Time:** 5%

4. **Administrative Support:**
   - Suggest revisions to forms and publications for prospective students to optimize CRM imports.
   - Assist with bulk and express mailings in accordance with postal regulations.
   - Provide support to Admissions staff when needed, including: answering phones, retrieving CRM data, front desk tasks, mailings, and other duties as assigned.

**Priority:** Essential  
**Percent of Time:** 5%

**MINIMUM QUALIFICATIONS:** (To facilitate proper crediting, please ensure that your application and/or resume clearly demonstrate fulfillment of the following minimum qualifications.)

- Bachelor’s Degree in information systems or in a related technical field such as business (with computer information systems emphasis), accounting, computer science or applied science.
- At least 2 years of professional experience using data analysis.
- Experience with project management and using CRM tools.
- Ability to communicate well both visually and verbally.
- Ability to contribute effectively in a team environment.

**PREFERRED QUALIFICATIONS:**

- Master’s Degree (Management Information Systems, Accounting, Computer Science, or Business Administration preferred).
- Experience using the MN State Integrated Student Records System (ISRS) & ImageNow.
- Experience with CRM tools such as Microsoft Dynamics 365 Platform, Hobsons Connect or Campus Management Engage.
- Microsoft Certified Technology Specialist (MCTS).
- Knowledge of and interest in diverse cultures and populations.

**PHYSICAL FACTORS:**

- **Constant:** Sitting; near vision; and hearing.
- **Occasional:** Carrying; crouching; kneeling; lifting above waist to chest and below waist; reaching; simple grasp; squatting; standing; walking; color vision; visual accommodation; and talking.
Internal Bid Process - Open for Bids from eligible Minnesota Association of Professional Employees (MAPE) members from 8/26-9/3/19. Any current employee interested in this position and eligible to bid should submit a bid application and resume by 4:30 PM, Tuesday, Sept. 3rd, to the Human Resources Office, Deputy 350. This form is found on the Human Resources website at: https://www.bemidjistate.edu/offices/human-resources/current-employees/supervisors-toolkit/hiring-orientation/recruitment-selection-hiring/

Public Application Process - Apply for Vacancy Posting 35104, on the Minnesota Management and Budget website: http://mn.gov/mmb/careers/

If you are unable to apply online, please contact the job information line at 651.259.3637
For additional information about the application process, go to http://www.mn.gov/careers

Note: Internal bid applications will be considered prior to filling the position via the public application process and, therefore, may be closed due to contractual obligations.

If you have general questions about this posting or submitting an application or bid, contact Teresa Hanson in Human Resources at teresa.hanson@bemidjistate.edu

If you have questions about the position, contact Paul Muller at Paul.Muller@bemidjistate.edu.

All employees must comply with department and institution procedures and policies, MnState policies and procedures, as well as local, state and federal laws, regulations, guidelines and business and industry standards.

This description is intended to indicate the kinds of tasks and level of work difficulty required of the position. It is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar level of difficulty. In accordance with the Minnesota State Colleges and Universities (MnState) Vehicle Fleet Safety Program, employees driving on university or college business, when using a rental or state vehicle, shall be required a Vehicle Use Agreement form and consent to a Motor Vehicle Records check annually.

UNIVERSITY / COMMUNITY

WHY BEMIDJI:

Bemidji State University is nestled among the pines along the shores of Lake Bemidji, just blocks from a thriving downtown community. In this Northwoods setting, students, staff, and faculty have a variety of activities at their fingertips. Possessing all the charm and character of a college town, Bemidji remains a tight-knit community of good neighbors and engaged citizens who always come out to cheer for the Beavers. While the city of Bemidji — named after the Ojibwe Chief Shaynowishkung (nicknamed Bemidji) — is home to a diverse population of more than 15,000 people, it serves a regional population of more than 100,000.

Located between three American Indian reservations – Leech Lake, Red Lake and White Earth, students at Bemidji State University have the opportunity to experience a dynamic local culture and history. Bemidji also sits at the center of the legends of Paul Bunyan and Babe the Blue Ox. The famous statues of Paul and Babe greet students as they drive in from the south along Lake Bemidji.

Though quaint and historic, the city offers the urban conveniences upon which college students rely. Bemidji State is conveniently located minutes away from affordable restaurants, cozy coffee shops, grocery stores, city parks and more. Small, locally owned shops and art sculptures line the streets of downtown Bemidji, while
national chains can be found in and around the Bemidji area, including an uptown selection of department stores and restaurants.

The thriving downtown community presents ample opportunities for engagement off-campus. Among other things, there are fine-dining restaurants, cafes, and a natural foods co-op in downtown Bemidji. The historic Paul Bunyan Playhouse has a calendar of classic shows; restaurants and lounges offer weekly live music performances; the First Friday Art Walk provides a tour of new monthly art exhibits; and annual events such as the Loop the Lake Festival, the Dragon Boat Festival, the Blue Ox Marathon, Bemidji Winterfest, and The Minnesota Finlandia bring the community together.

For those who love the outdoors, there are wooded, multi-use trail systems within minutes of campus and community parks with walking trails, playgrounds and a skate park. Lake Bemidji State Park and its miles of navigable trails is located directly across the lake from BSU, and the Buena Vista Ski Area — just 12 miles north of campus — offers downhill skiing and BSU-sponsored student transportation in the winter months. Further, the Mississippi River Headwaters is a mere 45 minutes from Bemidji.

For further information, visit our website at: http://www.bemidjistate.edu

Review a "special report on how this former lumber town has rebuilt itself as a high-speed, regional center of enterprise" at Bemidji 2.0

Bemidji State University is an Affirmative Action Equal Opportunity Employer and Educator. This document is available in alternative formats to individuals with disabilities. Consumers with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service.