



## Director of CRM

The **Director of CRM** is responsible for maintaining the chapter Salesforce installation. This role reports directly to the VP of Marketing Insight. The ideal candidate has the strategic and tactical skill sets needed to manage all data imports and reporting required by the Board of Directors from our Salesforce CRM. The Director will directory support Membership committee and the Communications committee and their use of the data captured in Salesforce.

### **Main Responsibilities for the Director of CRM:**

Develop and implement a data-driven CRM strategy that gets to the core of member behavior. This includes:

- Weekly import of HQ member rosters
- Creation of a KPI dashboard for the Board
- Working closely with the Director of Email Marketing to manage email deployment in conjunction with Salesforce
- Overseeing the volunteers who handle various facets of the CRM program activities and holding each volunteer accountable for assets they own

### **Top Three Requirements for the Director of CRM:**

- Expertise in customer relationship management and specifically Salesforce
- Proven supervisory and team management skills
- Ability to delegate to others and follow up

### **Time Commitment:**

- 5 hours a week