

Job Posting

WIKA Instrument Corporation

CRM Manager & Administrator

BASIC PURPOSE:

The CRM Manager and administrator, drives the enterprise wide CRM implementation, usage and deliverables which are aligned with organizational objectives, strategic goals and overall revenue targets. The CRM Manager and administrator is responsible for managing CRM vendor relations; overseeing CRM installation, configuration and expansion; conducting user training; and driving overall effectiveness of the Customer Relationship Management (CRM) system.

PRINCIPLE ACCOUNTABILITIES:

- Develop and plan the overall CRM strategy at WIKA. Seek agreement with sales and marketing for new processes. Direct and drive implementation.
- Advocate and enforce applicable standards, policies, procedures, and best practices in the implementation and /or maintenance of application or application modules
- Responsible for the CRM configurations and reports, interfaces, conversions, enhancements, and integration
- Negotiate contracts and coordinate with CRM software suppliers for upgrades, expanded features and prompt corrective action on any problems or emergencies
- Liaise with vendor network administrators and software engineers to assist with quality assurance, program logic, and data processing
- Conduct research on new and emerging CRM technologies or technologies that can be leveraged through existing CRM investments
- Collaborate with analysts, developers, and system owners in the testing of new CRM programs and applications
- Benchmark CRM initiatives against best practices to ensure optimal performance
- Investigate, add, edit or fix fields that have become outdated due to new business/value rules, new processes, or redesigned data warehouses.
- Formulate and conduct training sessions and teaching materials for propagating CRM user buy in and knowledge throughout the organization.
- Complete the implementation of Dynamics 2011
- Develop the lead tracking program and process using CRM. Provide leadership for the development of a lead scoring system

ESSENTIAL FUNCTIONS:

- Lead the planning and implementation of all system upgrades and improvements
- Develop and sustain training material and SOP documentation
- Generate reports, dashboards and detailed process maps for sales, marketing and business workflows
- Track system requests and customizations
- Work with senior management to ensure key functionalities are understood
- Drive user adoption with senior management and other user levels
- Configure/customize Microsoft CRM using web-based administration tools (form layout, workflow design, view creation, etc.)
- Devise, coordinate, and conduct data-cleansing audits and initiatives to purge and eliminate corrupt or redundant information from CRM database.

RESPONSIBILITIES AND ADDITIONAL DUTIES:

- Serve on cross functional teams to promote CRM as a business tool and company resource
- Work interdepartmentally for problem solving and proactive planning
- Lead project teams
- Supervise staff as opportunities arise.

JOB SPECIFICATIONS/PERSONAL QUALIFICATIONS:

- Bachelor Degree in Business Administration, Computer Science, Technical Management or related field
- Minimum of 3 years of experience in project management and CRM programs
- In-depth knowledge of internal sales, marketing and business processes
- Experience implementing and customizing CRM applications, preferable Microsoft CRM
- Possess excellent communication, leadership and client development skills with the ability to present complex ideas in a clear, concise fashion to technical and non-technical audiences
- Exceptional written and verbal communication skills, including in the areas of documentation and training
- Effective time management, organization and leadership skills
- Solid business acumen, management and problem-solving skills as well as understanding financial analysis, cost analysis, and measurement of ROI
- Skilled in leading project teams and effectively managing budgets
- Proficient in Microsoft Office Suite
- Microsoft CRM certifications a plus, but not required
- Additional preferred experience: SharePoint, web development including HTML, CSS, JavaScript

It is the policy of WIKA Instrument Corporation to afford equal opportunity for employment to all individuals regardless of race, color, religious creed, sex, age, national origin, disability or veteran status.

Qualified applicants please submit your resume with salary history to resumes@wika.com. Due to overwhelming response we will only be able to contact those applicants we wish to pursue.

"This job description in no way states nor does it imply that these are the only duties to be performed by an employee in this position. The job holder will be required to follow any other instructions and to perform any other duties requisite by his/her foreman/supervisor (or manager)."