



# GADSDEN STATE COMMUNITY COLLEGE

## JOB DESCRIPTION

East Broad Campus
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Created on: 2/11/2025 Revised on: 3/5/2025
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Job Title	Salary Schedule	Grade	Job No.
<b>Customer Relationship Management Coordinator</b>	<b>E1</b>	<b>02</b>	<b>SS8773</b>
Direct Report	FLSA Status	Grant Funded	Tenure Track
<b>Director of Enrollment Services</b>	Non Exempt	No	Yes

**JOB SUMMARY:** This position works collaboratively across the student services division managing enrollment communications and serves as the institutional Customer Relationship Management (CRM) Coordinator. This position requires a unique and specific skillset including, but not limited to, possessing the functional knowledge of student services, enrollment management, and technical skills required to maintain the required systems.

**QUALIFICATIONS:**

- ◆ Bachelor's Degree from an approved U.S. Department of Education accredited institution **required**
- ◆ Master's Degree *preferred*
- ◆ Two (2) years of full-time work experience in student services or higher education **required**

**DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◆ Must have knowledge of Student Services in higher education, including professional experience with financial aid, admissions/records, and advising, as well as experience developing communications to targeted audiences
- ◆ Must have knowledge of TargetX (SalesForce) or other CRM platforms
- ◆ Must be able to communicate effectively both verbally and in writing, using correct grammar and punctuation

**DUTIES:**

- ◆ Acts as the College's primary CRM administrator, overseeing and working directly in platforms such as TargetX/Salesforce, Ocelot, CampusCast, and similar messaging platforms, which may include providing direction and training for CRM and enrollment-related calls, emails, and text messages. Manages the day-to-day operation, use, and configuration of the systems. Responsible for the functionality, appearance, and settings within community areas of the CRM
- ◆ Supports the College by coordinating enrollment communication and campaigns to students
- ◆ Works collaboratively across departments including admissions, financial aid, advising, marketing, recruiting, institutional research, and instructional and workforce programs on consistent, customized enrollment messages throughout the enrollment funnel, supporting and reinforcing the Gadsden State brand and using data to inform and improve content delivery

- ◆ Drafts student communications for student services, including but not limited to text messages, email messages, and other appropriate communications
- ◆ Manages enrollment communication for prospective and current students; conducts regular enrollment communication audits and CRM training to ensure consistency of message
- ◆ Tracks and analyzes enrollment data at the College over time by program, by location, and by key demographics. Use analytics to create reports and presentations and measure progress toward enrollment goals
- ◆ Researches and analyzes enrollment forecast data and gap analyses as they relate to potential enrollment for the College and its programs
- ◆ Develop and maintain reports in TargetX to be utilized by student services
- ◆ Identifies enrollment growth opportunities and the markets to reach them
- ◆ Utilizes contact lists and other data-gathering opportunities (including RisePoint, CollegeApp, Act, etc.) to generate new leads and reach new prospects
- ◆ Monitor the Axiom data integration between TargetX and Banner to ensure quality data
- ◆ Conduct data uploads into TargetX
- ◆ Implement and monitor all TargetX campaigns, broadcasts, workflows, and scheduled jobs
- ◆ Develop electronic forms using Dynamic Forms as needed for student services
- ◆ Collaborate with the Gadsden State and ACCS IT departments to automate student processes through TargetX, Argos, and Dynamic Forms
- ◆ Develop best practices, training materials, and system documentation for TargetX
- ◆ Train new and existing users in TargetX
- ◆ Assist in the implementation of new software platforms to be used by student services, including but not limited to: chatbots, texting platforms, registration modules, and advising support systems
- ◆ Ensure all student communications are FERPA compliant
- ◆ Comply with all Alabama Community College System policies and the College

*Note: The intent of this description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.*

#### **Physical Demands and Work Environment:**

The physical demands and work environment characteristics described below represent those that an employee may encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.

#### **Physical Demands:**

- ◆ **Mobility:** Primarily sedentary work with occasional standing, walking, bending, and reaching
- ◆ **Manual Dexterity:** Regular use of standard office equipment, such as computers, printers, and copiers
- ◆ **Lifting:** Ability to lift and carry materials weighing up to 15 pounds
- ◆ **Communication:** Clear and effective verbal and written communication skills are essential

#### **Work Environment:**

- ◆ **Setting:** The position is based in a typical office environment within an educational institution

- ◆ **Travel:** Occasional travel may be required to attend conferences, workshops, or meetings
- ◆ **Schedule:** Standard work hours are expected; however, flexibility is necessary to accommodate deadlines or program needs
- ◆ **Interaction:** Regular collaboration with various departments, faculty, staff, and external partners.

**Reviewed by:**

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**Employee Signature**

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**Date**