

Position Details,

- Job Type: PartTime
- Job Mode: Remote
- Closing date vacancy: 10/27/2025

Job Summary:

The CRM (Customer Relationship Management) Administrator is responsible for managing and optimizing the CRM system used by the organization to track interactions with current and prospective customers, partners, and other stakeholders.

The CRM Administrator ensures that the CRM platform functions efficiently, is properly configured, and is utilized to its full potential across all relevant departments. This role involves regular system maintenance, user support, data management, reporting, and collaboration with various teams to ensure the CRM system aligns with the organization's goals and strategies.

Key Responsibilities:

- **System Administration and Maintenance:**
 - Manage the day-to-day operation and maintenance of the CRM system
 - Perform system updates, patches, and troubleshooting to ensure optimal performance.
 - Administer user access rights, security settings, and permissions based on roles and responsibilities.
 - Monitor CRM database health, including data integrity, performance, and backup schedules.
- **Customization and Configuration:**
 - Customize the CRM platform according to business needs, including workflow automation, data fields, reports, dashboards, and user interface.
 - Configure and maintain the integration of the CRM system with other business applications and software tools (e.g., email marketing, ERP, analytics tools).
 - Develop and implement automation processes within the CRM to improve efficiency and reduce manual tasks.
- **User Support and Training:**
 - Provide first-line support to users, troubleshooting issues and resolving technical problems.
 - Develop and deliver CRM training sessions for staff, ensuring they understand system functionality and best practices.
 - Maintain user documentation and training materials for CRM users.
- **Data Management and Reporting:**
 - Ensure the accuracy and quality of data within the CRM system.
 - Oversee data entry, validation, and cleaning to eliminate duplicate or incomplete records.

- Generate and distribute regular reports and dashboards, tracking KPIs such as sales, marketing campaigns, customer service metrics, and other relevant data points.
- Assist in data migration, importing/exporting data as required.
- **Collaboration and Strategy Alignment:**
 - Work closely with sales, marketing, customer service, and IT teams to understand their needs and ensure the CRM system supports their workflows effectively.
 - Collaborate with business leaders to understand strategic goals and ensure CRM processes align with the organization's broader objectives.
 - Provide recommendations for CRM optimization, new features, or improvements to maximize ROI.
- **Troubleshooting and Issue Resolution:**
 - Act as the point of contact for CRM-related issues, collaborating with IT support teams when necessary.
 - Identify and troubleshoot system errors or glitches and work to resolve them promptly.
- **Compliance and Data Protection:**
 - Ensure that CRM data is compliant with organizational policies, industry regulations, and data protection laws (e.g., GDPR).
 - Work with legal and compliance teams to ensure privacy policies are followed and customer data is securely managed.

Qualifications

- **Education:** Bachelor's degree in IT, Computer Science, Business Administration, or a related field.
- **Experience:** 2–5 years of CRM administration or system management experience (Salesforce, HubSpot, Dynamics, or Zoho preferred).
- **Technical Skills:** Strong in CRM customization, data management, reporting, and system integration; knowledge of workflow automation and user support.
- **Soft Skills:** Excellent communication, analytical, and problem-solving skills; ability to train users and collaborate across departments.
- **Other:** Understanding of data privacy and compliance (e.g., GDPR). Certifications in CRM systems are an asset.