



**Minnesota State**

**VACANCY NOTICE**

**Data & Communications (CRM) Coordinator**  
***Management Analyst 1***

**Salary Range:** \$44,746-\$64,728 (DOE/Q)

**Location:** Permanent work location (Willmar or Hutchinson) to be determined upon hire.

**Hybrid/Telework:** Limited telework is available.

**Work Schedule:** Full Time / M – F / 8:00am – 4:30pm

**About the Role**

Are you a data whiz who is passionate about gathering, analyzing and managing data and systems? Do you enjoy problem-solving, improving processes and using data to identify trends, inform decisions, and achieve results? If so, our Data and Communications (CRM) Coordinator role may be a perfect fit for you!

At Ridgewater College, the Data and Communications (CRM) Coordinator is responsible for providing leadership, technical expertise and management of the Customer Relationship Management system which supports the college's enrollment process for new, incoming students. It's a role that allows you to be creative and innovative while making an impact and helping students find their futures.

You'll be part of a dynamic team that supports one another across our campuses in Willmar and Hutchinson. Your team includes outreach and admissions specialists, marketing masterminds, and extraordinary communications professionals. You'll collaborate with our talented team of IT staff, as well as colleagues across our student services, academic, and administrative departments.

**What You'll Do**

- Provide leadership, management, training and oversight of the enrollment CRM to support Ridgewater College's strategic enrollment plan, serving as the professional and technical resource for the CRM
- Monitor and provide regular reporting on application counts, enrollment funnel progress (inquiry to applied to oriented to enrolled), event registrations, etc
- Coordinate and oversee data integration from student records system to the CRM, ensuring accuracy and integrity of data

- Build and execute the communication flow(s) within the CRM to ensure appropriate messaging via mail, email and text are deployed according to the communication plan
- Monitor, assess and report on messaging statistics to measure effectiveness of outreach and communications
- Administer the text messaging system including assigning security rights and providing training to end-users, monitoring data imports, troubleshooting the system, creating filters to segment students groups for bulk messaging, etc., and deploying messaging as indicated in the communication plan
- Manage the registration process for all recruitment/admissions related events such as open houses, information sessions, etc. to include development and implementing online forms, managing the automated email confirmation process, compiles and disseminates registration data, develops reports/dashboards to measure attendance and results
- Develop and implement process improvements to maximize effectiveness of the CRM in supporting enrollment management efforts

***This position works directly with people from diverse racial, ethnic, and socioeconomic backgrounds and fully supports the College's commitment to equity and inclusion.***

*For a copy of the full Position Description or to inquire about this position, please contact:*

*Kelly Magnuson, Vice President of Advancement & Outreach*

*(320) 222-6094 or [kelly.magnuson@ridgewater.edu](mailto:kelly.magnuson@ridgewater.edu)*

#### **MINIMUM QUALIFICATIONS:**

- An Associate's degree and three years of related work experience
- Organizational skills to provide high level services, manage programs and serve multiple stakeholders
- Strong computer skills including CRM, database or IT management; must demonstrate high attention to detail and ability to ensure accuracy and integrity of data
- Ability to research, retrieve, and analyze a variety of data, select relevant information, and present data in meaningful and visually pleasing formats (tables, charts, graphs, etc.)
- Strong oral, written & interpersonal skills, and ability to develop strong, collaborative working relationships with internal and external customers
- Self-motivation and ability to perform with minimal direction; ability to make decisions in absence of supervisor
- Ability to think critically and utilize analytical and problem-solving skills

#### **Additional Desired Qualifications:**

- A Bachelor's degree in a related field
- Commitment to principles of diversity, equity and inclusion and experience working in a multi-cultural environment
- Project management experience with ability to manage multiple projects, competing priorities, and challenging deadlines.
- Knowledge and experience with ISRS, Slate or Connect CRMs, and Signal Vine systems
- Knowledge of and experience with Power BI, Power Automate, MS Forms and MS Bookings
- Prior experience in higher education, preferably a Minnesota State institution
- Knowledge of the college's programs, resources, services, procedures, and policies

**Application deadline:**

Online applications will be accepted until the position is filled.

Applications received by **11:59 pm on Monday, April 3, 2023**, will receive priority review.

**Apply:**

You must go to [www.mn.gov/careers](http://www.mn.gov/careers) to apply, search for Job ID 63883.

If you are a current Ridgewater Employee, you must apply as a Current Employee on the Careers website. You will be directed to State of Minnesota Self Service where you will need your state of Minnesota ID and password to login. From My Homepage, you will select the Careers option. 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 [www.mn.gov/careers](http://www.mn.gov/careers).

Applicants are recommended to include:

- Cover letter and resume
- Unofficial copy of college transcripts (official copy will be required upon hire)
- A list of three professional references with contact information

**RIDGEWATER COLLEGE INSTITUTION INFORMATION**

**EQUITY COMMITMENT:** Ridgewater College is committed to providing welcoming and inclusive campuses that value and respect the unique experiences, needs and contributions of individuals and groups from every background and identity to ensure that each student, employee and community member has a genuine opportunity for participation and success.

**VISION:** Ridgewater College is a student-centered educational leader focused on innovation, excellence and affordability.

**MISSION:** Ridgewater College empowers diverse learners to reach their full potential and enrich their lives through personalized and relevant education in an accessible, supportive, and inclusive environment.

**GUIDING PRINCIPLES:**

- Enterprising - We are future-focused, and change-oriented, developing creative solutions to challenges that maximize our institutional, system and local resources.
- Empowerment – We develop and empower employees to make decisions to best serve students and stakeholders.
- Excellence – We strive to exceed expectations in all that we do.
- Diversity, Equity, and Inclusion – We seek to understand and appreciate the needs and experiences of every individual and actively work to provide genuine opportunities for everyone to succeed and participate in college activities and processes.
- Trust and Respect – We are committed to developing a culture based in processes and behavior that create trust and respect among all stakeholders.
- Collaboration – We connect and work together to achieve common goals while respecting needs and interests of stakeholders.
- Curiosity and Creativity – We constantly strive to understand, learn, change, and improve.

- Accountability – As individuals and groups, we willingly accept and take ownership of our successes and failures.

**DIVERSITY AND EQUITY PLAN:**

<https://www.ridgewater.edu/about/college-governance/diversity-equity/>

Bargaining Unit Information:

MAPE Bargaining Unit (214)

Management Analyst 1 (Classified MAPE)

Employment Condition: Full-Time, Unlimited

Work Schedule: 8:00 a.m. – 4:30 p.m. M-F

PCN: 00348420

NOTICE: In accordance with the Minnesota State Colleges and Universities (MnSCU) Vehicle Fleet Safety Program, employees driving on college/university business who use a rental or state vehicle shall be required to conform to MnSCU's vehicle use criteria and consent to a Motor Vehicle Records check.

NOTICE: Minnesota State Colleges and Universities is an Equal Opportunity employer/educator committed to the principles of diversity. We prohibit discrimination against qualified individuals based on their race, sex, color, creed, religion, age, national origin, disability, protected veteran status, marital status, status with regard to public assistance, sexual orientation, gender identity, gender expression, or membership in a local commission as defined by law.

As an affirmative action employer, we actively seek and encourage applications from women, minorities, persons with disabilities, and individuals with protected veteran status.

The employee should demonstrate a knowledge of and interest in diverse cultures and populations.

All applicants must be able to lawfully accept employment in the United States at the time of employment. For TTY, call Minnesota Relay Service at 7-1-1- or 1-800-627-3529.

**Ridgewater College is an Equal Employment Opportunity Employer**

**A MEMBER OF THE MINNESOTA STATE SYSTEM**

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