



CRM ASSOCIATE

The Mathematical Association of America is the world's largest community of mathematicians, students, and enthusiasts. We further the understanding of our world through mathematics because mathematics drives society and shapes our lives.

The mission of the MAA is to advance the understanding of mathematics and its impact on our world.

The CRM Associate works with the Manager of Data and Business Analytics to help administer the Fonteva database and potentially other Salesforce based-integrated systems. As the CRM Associate, you will provide technical expertise to the CRM users and wider business, while also conducting vital audits, project support and administrative duties. In recent years, the MAA has expanded the use of our CRM to reinvigorate out-of-date processes, sunset antiquated hardware systems and to streamline business practices. The CRM Associate will be an integral part of the team maintaining the CRM system, its day-to-day administration, integration with our Wordpress website, integration to our marketing email system, integration with the mathematics competitions registration portal and future implementations. The CRM Associate will also help update and revise training materials as needed and will assist with ongoing staff training.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Essential functions may include, but are not limited to the following:

- Assists in administration of CRM system.
- Assists with the implementation, configuration, and management of Fonteva applications, ensuring optimal performance and user experience.
- Assists with configurations to meet specific organizational needs such as settings, fields, workflows, automations, analysis, reports, and dashboards.
- Assists with recurring and ad-hoc imports and exports, file transfers between external systems, email marketing systems, community/HL, accounting software and other systems to help maximize system efficiency.
- Ensures the database supports our membership structure including the collection of data; the renewal/invoicing processes and other personalized communications.
- Assists with the creation of list/data pulls for specific campaigns, based on department specified specs.
- Helps develop and formulate standards and procedures for database and email use.
- Helps to maintain the integrity of the data.
- Assists with the cleanup and dedupe tasks within the CRM as much as possible.
- Assists in orientation and training to familiarize new users with the functionality of the system.
- Assists with creating and maintaining user accounts.
- Assists with the development of training manuals and help documents, keeping them up to date with changes made in the system.

- Provides troubleshooting/QA and acts as the first line of support for stakeholders working on deliverables and encountering errors or technical issues within the CRM.
- Other tasks and projects as assigned.

Experience

- Minimum 3+ years of progressive experience working with Fonteva or Salesforce CRM database(s).
- HTML knowledge preferred.
- Proficient in MS Excel, Office suite, other commonly used business applications; demonstrated ability to learn new systems.
- Strong analytical skills.
- Experience leading training is preferred but not required.

Knowledge, Skills and Abilities

- Ability to work closely and cooperatively with a range of individuals with diverse interests, backgrounds, dispositions, and staff levels.
- Ability to manage competing priorities and operate in a fast-paced environment.
- Must possess strong communication skills including the ability to effectively present information and respond to questions from staff.
- Must be responsive to user needs and inquiries.
- Must be able to exercise autonomy in the position, as well as serve as a team player.

Education

Bachelor's degree or equivalent work experience and training.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office environment with partial telework allowed

Travel: None

Salary: \$65,000 - \$75,000 with excellent benefits

How to Apply

Please submit your resume/CV and cover letter via email to hr@maa.org.

Equal Opportunity Employer