

CRM MARKETING MANAGER

Job Overview

The Buffett Early Childhood Institute at the University of Nebraska is seeking applicants from qualified individuals for the position of CRM Marketing Manager. This position reports to the Associate Director of Communications and is responsible for the management of the Institute's Customer Relationship Management (CRM) system and the execution of email marketing communications and automations. This position is also responsible for tracking analytics across marketing channels, identifying strategic opportunities for further engagement, and building the network of contacts. This person builds resources and communications intelligence in support of communications and marketing strategies that will be used by all units within the Institute. This person will also serve as an additional writer and editor for Institute materials, articles, and publications.

The Buffett Institute serves as a bridge to resources and information for parents, providers, and the public. One of the four areas of focus at the Buffett Institute is outreach in order to communicate what we know to improve the lives of vulnerable young children and their families. The communications unit plays a critical role in this function, and this position will help the Buffett Institute to realize its vision of making Nebraska the best place in the nation to be a baby.

Buffett Early Childhood Institute Profile

Envisioned as a new model for how public higher education is engaged in the first years of life, the Buffett Early Childhood Institute (<https://buffettinstitute.nebraska.edu/>) is a four-campus, university-wide, multidisciplinary research, education, outreach, and policy institute of the University of Nebraska committed to helping transform early childhood development and education in Nebraska and across the nation. The long-term goal of the Institute is to be a leading center where scholars, practitioners, community members, and policymakers collaborate to advance a unified approach that can improve the lives of young children and families and the systems that support them.

Applicants should note that the goals of the Institute are university-, state-, and nation-wide, but the location of the Institute administration office is in Omaha. The position will work primarily out of the Omaha office. Regular hours at the Institute and for this position are Monday through Friday, 8 a.m.–5 p.m., with some evening and weekend assistance when events occur outside of normal work hours. This position will also require some travel.

Job Responsibilities

This job description is not to be considered an exhaustive or exclusive statement of duties, responsibilities, or requirements. Employees may be required to perform other job-related duties as requested. This list describes major responsibilities to support the Buffett Institute by aligning marketing and communication strategies to the Institute goals.

Manage Institute CRM Strategy (55%)

- Plan and deliver CRM strategies across the Institute, including for the Institute's statewide public outreach campaign.
- Act as an Institute liaison with IT and/or consultants to ensure Institute needs are met.
- Oversee data maintenance and upkeep efforts to ensure clean contact records and use of data best practices.
- Manage data governance.
- Ensure the database is segmented effectively for unit needs.
- Create and send email communications for internal and external stakeholders to inform them of relevant events, news, and resources in alignment with the Institute's communications strategy.
- Develop, evaluate, and optimize marketing and communications strategies to grow the network of contacts.
- Develop and share with leadership plans to grow network.
- Train and manage other users in the CRM.

Track Analytics (25%)

- Compile analytics across Buffett Institute communications channels including social media, websites, earned media, emails, and others.
- Develop reports to communicate campaign, event, and project results to Institute stakeholders.
- Work with other members of the communications unit to use data and analytics to recommend and inform communications strategy.

Communication Unit Support (20%)

- Contribute writing and editing to Institute publications, press materials, and websites in alignment with editorial plan.
- Serve as a backup for updating web pages and social media channels.
- Assist with day-of Institute event logistics.
- Assume other responsibilities as assigned by the Associate Director.

Required Qualifications

- Bachelor's degree
- Five years of experience
- Experience with and/or knowledge of customer relationship management (CRM) and email marketing systems and tools
- Experience with building and executing email communications and marketing automations
- Experience with data management and audience segmentation
- Experience with copywriting (may be asked to submit writing samples)
- Demonstrated success in managing and executing communications strategies
- Demonstrated ability to work collaboratively across an organization
- Demonstrated analytical and problem-solving skills

Preferred Qualifications

- Seven years of progressive professional experience
- Experience with Salesforce CRM and Pardot email marketing
- Basic HTML knowledge
- Experience with Adobe Creative Suite

- Fluent in oral and written Spanish

An equivalent combination of education and experience from which comparable knowledge and abilities is acquired may be considered.

The ideal candidate will demonstrate excellent leadership, independent judgment and decision-making skills; an aptitude for data, analytics, and content marketing; intellectual achievement; the ability to facilitate collaboration and teamwork both across the communications unit and across the organization; creative and analytical problem-solving, understanding and experience in CRM and database management, email marketing strategy, and writing and editing; the ability to work independently as well as part of a team; a track record of timely completion of projects with strict deadlines; the ability to responsibly manage competing priorities; and a commitment to the ideals of an early childhood education and programs.

How to Apply

Applications are processed through the online job posting at <https://careers.nebraska.edu>. Follow instructions to complete the Standard Application. Along with your application, attach a cover letter, resume, and contact information for three professional references. Direct questions about the position to: humanresources@nebraska.edu. Direct questions about the online application process to: (402) 472-3701.

The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment. The University of Nebraska is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, disability, gender identity, sexual orientation, or protected veteran status.

ADDENDUM FOR CRM MARKETING MANAGER

Competencies

Nature/Complexity of Work

This position requires an individual who works with considerable independence, energy, initiative, strong work ethic, and sound judgment in a complex day-to-day environment. Strong attention to detail, accuracy, professional discretion, and sensitivity to confidential information, a record of effective teamwork with others, and time management skills are required. Knowledge of the University of Nebraska's organizational structure and interrelationships among the campuses and internal and external constituencies is helpful in this position.

Problem-Solving/Decision-Making

Problem-solving and appropriate decision-making are required in every element of this position. Key duties involve independent judgment regarding analysis of issues and actions required to support day-to-day business transactions. Actions are governed by broad objectives, professional ethics, university procedures and/or business acumen.

Strategic Input

This individual is required to be proficient and conscientious when representing the Buffett Institute and

the university. Administrative review is often necessary before information is released by this position, but the responsibility for error-free detail supporting analytical information rests on the employee.

Know-How

This position demands the ability to take initiative, operate independently, and thrive in a fast-paced and multi-tasking environment. One should demonstrate exceptional interpersonal skills with a strong orientation toward diplomacy, tact, collaboration, and teamwork; exceptional verbal, writing, editing, and proofreading skills; must be detail-oriented and accurate; must have ability to prioritize effectively and quickly respond to shifting priorities; the ability to collect, compile, and analyze facts, draw conclusions and recommend solutions; possess a strong work ethic and willingness to work beyond regular hours, if necessary; and demonstrate a high level of professional discretion and confidentiality. Thorough knowledge of the integrated marketing communications field is necessary. Ability to interpret and prepare information for analysis activities and communicate findings to management is essential. Must follow Board of Regents bylaws and policies and state and federal law and other rules and regulations.

Technical Skills

This position demands technology proficiency, with a willingness to learn and use new technologies relating to (but not limited to) digital communications tools (website/CMS, CRM), and project and portfolio management. Proficiency using Microsoft Word, Excel, PowerPoint, and Outlook is also required.

Interactions

This position will be expected to manage projects and work collaboratively across units. Ability to advocate new ideas, identify and address obstacles. Construct quality project/work plans with deliverables from minimal definitions. This position will help build and strengthen relationships with the University of Nebraska campuses and must have the ability to work as a member of a team, as well as independently, in a complex environment, and with respect for confidential and sensitive information. This position also interacts with many external constituencies.

Supervision

This position reports to the Associate Director of Communications.

General Information:

Job Family: IT

Job Code: 49303332

Salary Range: IT24

FLSA: Exempt

Position Number: 536

Org. Unit Number: 50008150 (BECI)

Date of Last Update: 11/16/2022 – K Harper

Physical Requirements and Work Conditions

The physical requirements and work conditions described here are representative of what an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Attendance at the workplace is critical. While performing the duties of this job, the employee is

routinely required to have vision for up close and far away, talk, hear, sit, and use hands to touch, feel, handle, and operate routine office equipment. The employee is occasionally required to stand, walk, climb stairs, bend, reach, twist, and lift, carry, or move up to 15 pounds. The employee is required to occasionally travel to and participate in meetings and conferences that may require the ability to drive a motor vehicle or stay overnight.

The noise level in the work environment is usually moderate, and there are frequent interruptions as the Institute staff conduct business in cubicles, walled office space, and conference rooms.