Mission
To invest in the dreams of families in the world’s underserved communities as we proclaim and live the Gospel.

Method
We share the hope of Christ as we provide biblically based training, saving services, and loans that restore dignity and break the cycle of poverty.

Motivation
The love of Jesus Christ motivates us to identify with those living in poverty and be His hands and feet as we strive to glorify God.

CRM Systems Manager

JOB DESCRIPTION
The CRM Systems Manager is responsible for the development and management of the Customer Relationship Management (CRM) system and related support activities at HOPE International.

LOCATION: Lancaster, PA
LEVEL: Manager
DEPARTMENT: Programs
REPORTS TO: Director of IT
DIRECTLY SUPERVISES: CRM System Administrators
CATEGORY: FT
FULL JOB SUMMARY

The CRM manager is the leader of development, support, and ongoing innovation for HOPE International’s Customer Relationship Management system (Salesforce NPSP) and related applications. The CRM manager directly supervises the CRM team staff, while providing project management leadership on a portfolio of projects. In this role, s/he is responsible for the coordination of cross-functional working groups between the development, marketing, finance, and technology teams to enhance the donor experience and internal operations for HOPE International.

RESPONSIBILITIES

*Promote and fulfill the mission and vision of the organization.*

**CRM Team Management**

Directly supervise the staff and activities of the CRM team, investing in their personal and professional development

Lead agile prioritization and management of constituent development proposals, assigning staff resources to the appropriate work channels and liaising with department leaders regarding requests and roadmaps

Direct the CRM team’s helpdesk support delivery functions to ensure timely, accurate, and professional service delivery

Manage the CRM bi-annual budgeting process and advise departmental leaders on CRM-related budgetary matters

Promote and oversee strategic relationships between internal resources and external entities, including vendors, consultants, and partner organizations

**CRM System Development & Management**

Lead ongoing development, management, and optimization of HOPE’s CRM instance (Salesforce NPSP) and related financial, reporting, and marketing applications in compliance with security, data privacy, and organizational needs

Provide project management leadership on critical improvement or implementation projects, while working with other project leads to guide a portfolio of projects

Lead a cross-functional change advisory group in assessment of relationship management and constituent needs and implementation of solutions, including leading technical advising, pipeline/channel management, and business analysis

Collaborate with cyber security officers and internal audit resources to ensure the integrity of the CRM system, data, and operations.

Lead and advise the acquisition, development and implementation of any new CRM software and related applications across the organization.
Strategy Development & Implementation

Serve as a technical expert and advisor in cross-departmental strategic planning teams to inform platform development and innovation

Align CRM work plans and system development cycles to accomplish strategic plan goals, with regular reporting on goal progress and achievement

Advise and educate HOPE International leadership on the impact of new technical applications and their applicability to HOPE's requirements

QUALIFICATIONS

Personal confession of Christian faith and commitment to the mission and vision of HOPE International.

Minimum 3-5 years of experience in CRM system administration required

Minimum of 2 years team leadership or project management required

Experience in non-profit or financial technology services sectors strongly preferred

Salesforce certification required; experience in other CRM platforms and applications is a plus

Bachelor's degree in information or computer science, finance, business management, or related field required

Demonstrated excellence in cross-team communication and organizational skills; experience with scrum and agile processes required, while PMP, Six Sigma, Agile, ITIL, etc. certifications are a plus

Creativity, flexibility, and the ability to manage people gracefully under pressure and with competing priorities

Strong analytical and technical problem-solving capacity

Demonstrated desire to help people that have been brought low by poverty or other circumstances regain hope, dignity, and ability to support themselves and their families

HOW TO APPLY

Apply online at https://www.hopeinternational.org/take-action/careers. Due to the anticipated volume of candidates, we are unfortunately unable to respond to phone calls or individual inquiries.