

CRM & BUSINESS SYSTEMS ANALYST

LOCATION: Lifesong Office, Gridley, IL

STATUS: Full-time

BENEFITS: Yes

REPORTS TO: VP Operations

WORKS CLOSELY WITH: Lifesong Leadership and International Ministry Site Leadership Worldwide

POSITION SUMMARY:

As the Customer Relationship Management (CRM) and Business Systems Analyst at Lifesong for Orphans you will be working with multiple team members and outsourced IT partners to streamline operational systems, develop business strategies to maximize business intelligence, update internal CRM tools and software based on the organization's need, and train Lifesong team members on how to use systems effectively in their daily jobs.

The current CRM system is comprised of: Salesforce, Raise Donors, and Sage Intacct. The organization also utilizes WordPress application plug-ins for tracking program data, Workato (similar to Zapier), and Campaign Monitor, an email marketing platform. This role would both manage the data scalability and accessibility of the respective platforms as well as the custom integrations connecting these diverse systems together.

The role of CRM and Business Systems Analyst will include three main focal points:

- 1. Providing Data Intelligence for key business objectives.** The first 30-60 days of this role will be spent learning and understanding how the business systems are being utilized, what current reports and output are most important to the organization, and self-learning the key CRM and business systems through tutorials, certifications, and internal team knowledge. Thereafter, your role will be to provide organization and program leaders with excellent customer service as you'll understand the key business performance metrics and be able to customize data depth, delivery (automation, etc.), and system knowledge (training).
- 2. Managing external IT partners.** The Business Systems and CRM Analyst will work closely with partners to identify requirements and deliverables to enhance the IT infrastructure and business systems, including execution plans with assigned deliverables and delivery dates. The development of such plans may include logic models, entity relationship diagrams, and other visual infrastructure schemas to communicate data flow between systems and department responsibilities.
- 3. New hire system set up & employee training.** Both current and new employees may need to be set up with administration accounts with varying levels of function depending on the nature of their role. This role will help set up and train new employees as well as enhance current system capability knowledge within the current team.

RESPONSIBILITIES:

- Analyze all current and future state CRM operations, data feeds, and reports.
- CRM data verification and business system health activity and reporting.
- Develop automated process for reporting on key metrics and campaign results.
- Partner with marketing, finance, development (donors), and country partners worldwide to identify goals of the CRM systems to support business objectives.
- Perform ad hoc analysis, as needed, to support program efforts.
- Facilitate communication between internal and external (two partner IT firms) resources to produce requirements and documentation as a foundation for development activities.
- Ensure project plans have requisite elements (description, acceptance criteria, prioritization, assignments, etc.).
- Demo and test Salesforce and other CRM system enhancements or changes as needed.
- Drive and ensure the qualities of a well-designed system for correctness, reliability, auditability, scalability, redundancy, and security.
- Be proactive in learning the full scale of features, services, and reporting options available through CRM and business systems.
- Where applicable utilize CRM knowledge to make light system enhancements and where knowledge gaps exist, utilize existing external IT partners and resources to complete the requirements.
- Manage API connections and integrations of additional system applications.
- Develop and support other database needs within the organization (i.e. outcome tracking, etc.).
- Executive level data presentations and reports. Developing dashboard updates by program and as needed for board and leadership.
- Systems Admin: Carry admin responsibilities such as managing users, building reports and dashboards, creating custom objects, managing and communicating best practices, and ensuring onboarding and training of new business is established and maintained correctly in core systems.
- Other duties as assigned by VP Operations and Lifesong leadership.

REQUIRED SKILLS:

- Experience translating business objectives into clear business requirements and technical documents.
- Ability to build, interpret, and guide implementation of project plans.
- Solid understanding of CRM development practices, software development life cycle, and release management methodologies. Preferred experience with Salesforce.
- Strong technical, analytical, and communication skills including the ability to work individually and work in a team environment building consensus and mentoring fellow team members.
- Team-oriented with strong interpersonal communications skills.



PREFERRED EXPERIENCE:

- Bachelor's Degree, or equivalent, in Information Systems or Computer Information Systems or Computer Science, Engineering, or equivalent.
- 2+ years' experience of professional and relevant experience.
- Experience in a non-profit setting is preferred.
- Experience working with Agile development and methodologies.
- General understanding of integration patterns: SOAP/REST web services, APIs, batch processes, connectors, middleware, etc.
- Salesforce Certification preferred, but if not to be licensed within first 60 days.

PHYSICAL REQUIREMENTS:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.
- Ability to travel internationally occasionally.

This job description is intended to convey essential information about the scope and requirements of the position. It is not intended to be an exhaustive list of qualifications, skills, duties or responsibilities associated with the role. Staff may be assigned tasks other than those specifically listed in this description in order to further the goals of the role or of the organization.

ABOUT LIFESONG FOR ORPHANS:

Lifesong for Orphans is a global ministry that partners with adoptive families, local ministry leaders, and churches to bring joy and purpose to orphans. With support from generous givers, every child we serve will be taught the Gospel, receive essential care for physical needs, access quality education, and experience continued love and support while transitioning into adult living. Our administrative and fundraising costs are covered, so 100% of gifts given to Lifesong directly help children in need. See what God is accomplishing around the world through Lifesong: <https://lifesong.org/2021-year-in-review>

Serious applicants should complete the application form at lifesong.org/job-board. No calls please.

