



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

## **KENTUCKY YMCA YOUTH ASSOCIATION**

Job Title: **CRM and Data Administrator**

Reports to: Chief Operating Officer/Vice President, Senior Managing Director

Department: Administrative

FLSA Status: Exempt

Revision Date: May 2023

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### **ORGANIZATION DESCRIPTION:**

The Kentucky YMCA Youth Association develops engaged citizens and servant leaders inspired to affect change in their school, community, Commonwealth, nation and world. Through experiential learning, service and community activism, the Kentucky YMCA Youth Association fosters critical thinking, leadership, and social responsibility in teens. Students in our programs build communication skills and confidence while developing a network of meaningful relationships with diverse students from around the Commonwealth.

The Kentucky YMCA Youth Association is an antiracist, multicultural organization. We enthusiastically welcome persons of every ability, age, background, ethnicity, faith/religion, gender expression/gender identity, income, nationality, race, sex, or sexual orientation. The Kentucky YMCA Youth Association believes that in a beautifully diverse world, we are stronger when we are inclusive and when everyone has an equitable opportunity to learn, grow, and thrive.

We are an established, professional and fun non-profit, working to empower teens in KY, our alums and our staff. Our team consists of hardworking and passionate professionals who excel in their career. Each day we strive to create a positive staff culture that allows for all employees to share their ideas, have fun, collaborate with others, work in a team and individually, plan their own schedules, and be creative. We are a Y for all and recognize strength in diversity.

As an Employer of National Service, the Kentucky YMCA Youth Association recognizes the unique skills of national service alumni. Accordingly, AmeriCorps alumni, returned Peace Corps volunteers, and other national service participants are encouraged to apply to our job openings.

### **POSITION SUMMARY:**

The CRM and Data Administrator works to support the programs of the Kentucky YMCA Youth Association through work with the CRM system, under the supervision of the Chief Operating Officer/Vice President and Senior Managing Director. This position is responsible for management of our Customer Relationship Management System (CRM) which is utilized for all program registrations, mass email communications, applications, and hosts our fundraising platform. This position additionally works with Program Directors to collect pre and post-conference data and to offer onsite programming support for some conferences. The maintenance of the KY YMCA's website and Google Drive will be under the direct responsibility of this position. This role will be responsible for one of the most critical functionalities of our organization, the CRM.

**The Y: We're for youth development, healthy living, and social responsibility.**

**BENEFITS:**

1. Salary minimum threshold \$39,000.
2. Fully paid health, vision, and dental insurance coverage for employee and dependents.
3. Fully paid life insurance for employee.
4. Company contribution to Y-USA retirement fund, after vestment.
5. Immediate 403b investment fund accessibility.
6. Professional development support through Y-USA and other opportunities related to job duties.
7. Competitive and generous paid time off (PTO) policy.
8. Results oriented, flexible work environment with the option to be a fully remote employee.
9. Fun and energetic team environment.
10. Culture of recognition.
11. Staff culture focused on professional development, quality results, high impact programs, celebrating staff successes, and happy employees.
12. Qualifying mileage paid at the federal rate (when mileage exceeds amount stated in personnel policy). Cannot be used towards travel to and from Frankfort office.
13. KY YMCA laptop provided for work use.
14. Monthly cell phone stipend.
15. Employee Assistant Program offered through payroll providers, including mental health resources.
16. Ability to innovate and demonstrate creativity on projects.
17. YMCA gym membership or consideration of health club of equal value.

**ESSENTIAL FUNCTIONS:**

1. Responsible for management of Customer Relationship Management System (CRM).
2. Ensures all areas of the CRM are up to date and working properly for each program.
3. Proficient in Visualforce coding for Salesforce backend.
4. Works with software partners to troubleshoot and develop the CRM, keeping track of any additional fees incurred.
5. Responsible for creating and mapping new registration forms within CRM/Form Assembly.
6. Creates and maintains weekly electronic mailings, applications, and registrations through CRM.
7. Trains KY YMCA employees on CRM.
8. Works to train and develop how-to language for use of CRM by KY YMCA users (Advisors, students, and volunteers.)
9. Ensures all data entered into CRM system is clean and usable information.
10. Reviews, prioritizes and implements revisions and updates to software.
11. Develops and creates customized reports and dashboards.
12. Creates and manages custom fields, flows, work Flows.
13. Identifies and implements Salesforce best practices to increase company performance relating to efficiency and improved service.
14. Facilitates and supports testing of new features in alignment with team requirements.
15. Responsible for KY YMCA's Google Drive organization (correcting file names, organizing files and documents, archiving when necessary).
16. Trains staff members on how to utilize the Google Drive correctly.
17. Independently creates, edits and updates KY YMCA's website contents on an ongoing basis.
18. Proficient in HTML coding to make website edits.
19. Supports student, adult and volunteer registrations for most programs.

20. Collaborates with program directors to compile pre and post-conference data from CRM, assessments and surveys.
21. Must be able to exercise discretion and independent judgment on decisions related to CRM, Website, Google Drive.
22. Acts as pre-conference logistics support to the Kentucky YMCA programs, including (but not limited to) KYA, KUNA, LTC, GFI, Y-Corps, Officer Retreat, local programs.
23. Could be required to be onsite to support to the Kentucky YMCA programs, including (but not limited to) KYA, KUNA, LTC, GFI, local programs, if needed.
24. Interacts with advisors for help with registrations.
25. This position is encouraged and welcome to come to the Kentucky YMCA office in Frankfort, KY, once a week, but fully remote work would be considered.
26. This position could require up to 13 days of travel a year to conference facility locations, and other venues throughout the state of Kentucky.

### **QUALIFICATIONS:**

1. Two or more years of professional experience in data management/system coding preferred, educational experience to be considered.
2. Two or more years of professional experience working with Salesforce/Form Assembly/and other community management systems preferred, educational experience to be considered.
3. Salesforce Administrator experience on Lightning Platform preferred.
4. Basic understanding of Microsoft Office, particularly Word and Excel, and Adobe.
5. Problem solving skills, including creativity in identifying complex problems and finding solutions quickly and accurately.
6. Attention to detail in communicating technical issues and implementing solutions.
7. Must be able to schedule work proactively and independently.
8. Ability to change priorities as projects expand or project needs change.
9. Works as part of a team and demonstrates a high degree of self-initiative and commitment to expand skills and expertise through a variety of methods, including self-study, working/mentoring with colleagues, and both internal and external training.
10. Ability to communicate clearly and professionally in-person, over phone, and via email.
11. Ability to relate effectively to diverse groups of people from all social and economic segments of the community.

### **YMCA COMPETENCIES:**

**Mission Advancement:** Models and teaches the Y's values of caring, honest, respect, and responsibility. Cultivates and retains the trust of others through direct and honest interaction. Engages community members in a way that builds commitment and loyalty in the work of the Y.

**Collaboration:** Advocates for inclusion and diversity throughout the organization. Appropriately addresses and corrects behaviors and practices that don't support inclusion. Helps build effective teams and community partnerships by fostering a common vision. Manages conflict constructively, with team and community. Assesses team dynamics and takes appropriate actions to engage team in ongoing work. Communicates needs and goals effectively, while demonstrating empathic listening for others. Able to tell the story of the Kentucky YMCA's cause and impact in the community.

**Operational Effectiveness:** Able to analyze, comprehend, and articulate operational goals and strategies of the organization. Able to anticipate likely outcomes and decide best course of action, while balancing risks and implications across multiple projects. Incorporates creative thinking and discussion techniques to meetings and brainstorming. Builds perspective by engaging others in open dialogue. Sets the norm of

continuous improvement. Willing and excels in self-management of multiple ongoing projects, and setting clear goals and processes. Holds self and team accountable for high-quality, timely, and cost-effective results.

**Personal Growth:** Has a passion for learning that drives the pursuit of new knowledge and ideas. Listens and observes to gain new insight and continually improve performance. Actively supports and remains accessible to others during times of change or stress (e.g. conference seasons). Manages emotions appropriately and avoids becoming defensive or asserting inappropriate control when under pressure. Approaches others and addresses sensitive issues in a productive and non-threatening manner. Has functional knowledge to complete the job, and uses best practices as a framework to improve performance.