



Director, CRM

Overview and History:

The Jewish Federation of Palm Beach County (JFPBC) is a 501(c)3 nonprofit organization dedicated to transforming, inspiring, and saving lives in the Palm Beaches and 70 countries worldwide. Each year, JFPBC inspires thousands of community members to contribute, volunteer, and participate in programs that generate more than \$50 million, creating a powerful impact in the community. Working every day to improve the lives of Jewish people, JFPBC funds 13 agencies and programs in the Palm Beaches and around the world to strengthen the social service network for all, build a strong and inclusive Jewish community, and provide help to those struggling through adversity.

JFPBC seeks a Director, CRM to oversee CRM strategy, content development, and campaign execution using Microsoft Dynamics. The ideal candidate will have a strong background in strategic planning, customer relationship management, and fundraising marketing strategy.

Essential Duties and Responsibilities:

- Develops and implements CRM strategies to improve customer satisfaction, retention, and loyalty.
- Oversees the collection, analysis, and interpretation of customer data to identify trends and patterns that can be used to improve business operations.
- Manages the CRM system and ensures that it is functioning correctly.
- Develops relationships with key stakeholders, including customers, vendors, and employees.
- Collaborates with other departments to ensure the CRM system is integrated with other business systems.
- Trains employees on how to use the CRM system effectively.
- Ensures that the CRM system is secure and customer data is protected.
- Analyzes customer data and develops effective CRM strategies.
- Generates advanced analytical and statistical reports.
- Client Relationship Management: Manages and nurtures client relationships, serving as the main point of contact for strategic discussions, account planning, and issue resolution.
- Collaboration: Collaborates with cross-functional teams, including marketing, finance, and business development, to ensure alignment and execution of strategic plans.

Compensation and Benefits:

In addition to a competitive salary, JFPBC currently offers the following benefits:

- A portion of medical and dental premiums are Federation-paid.
- 100% of vision premiums are Federation-paid.
- Federation contributions toward HSA accounts.
- Federation-paid Life/AD&D policy.
- Federation-paid long-term disability (LTD) insurance.
- Medical and dependent-care Flexible Spending Accounts (FSA).
- Hybrid work schedule.
- Professional development and training opportunities.
- Paid vacation and sick leave.
- Generous paid holiday schedule

Position Summary

Posted: February 2024

FLSA Designation: Exempt

Full/Part-Time: Full-time

Qualifications and Success Factors:

- Bachelor's degree in computer science, information technology management or business administration required, preference for master's degree or greater.
- Five or more years' experience as a CRM Director or similar role preferably in a non-profit environment demonstrating the ability to manage both employee and contracting resources (on-site and remotely) required or equivalent combination of relevant education, experience and skills required.
- Excellent customer service skills and ability to communicate effectively with people at various levels of technical knowledge.
- Excellent written and verbal communication skills required.
- Strong knowledge of basic office computing, including MS Office (Outlook, Word, Excel, PowerPoint, Teams), Zoom and basic database skills required.
- Experience with Power BI, Power Automate, and Microsoft Dynamics.
- Technical expertise in CRM and analytical systems.
- Experience in configuring, migrating, and upgrading CRM applications.
- Knowledge of online marketing methods and best business practices for non-profit organizations.
- Must be able to handle confidential data with sensitivity and discretion.
- Must be able to work off-shift hours including nights and weekends, as needed.
- Must be able to work a minimum of three (3) events annually.

Apply online via JFPBC's [Career's page](#), or email resume and cover letter to: HRrsvp@jewishpalmbeach.org

JFPBC strongly encourages applications from individuals with varied identities and backgrounds. As an equal opportunity employer, all individuals are encouraged to apply without regard to race, color, religion, age, disability, national origin, gender, sexual orientation, marital status, ancestry, genetic information, medical condition, veteran status, financial status, or any other class protected under federal, state, or local laws.