

## CRM and Systems Integration Manager POSITION DESCRIPTION

At Auto Care, data is central to measuring all aspects of the business, and critical to its operations and growth. CRM and System Integration Manager works closely with all divisions within the company to drive our strategy designed to ensure quality data and member experience. Reporting to the VP of Standards and Digital Products, this position will be responsible for:

### Essential Duties & Responsibilities:

#### Data Strategy and Governance

- Serve as the organizations' customer data steward and custodian and oversee the data governance initiative, working cross-functionally to develop and oversee procedural adherence and business continuity.
- Lead cross-departmental efforts to ensure consistency of business rules, data policies, practices and training.
- Develop and maintain a data dictionary, data policies, and process documents.
- Develop and manage quality control and quality assurance processes for all customer database initiatives.
- Support CRM analysis and reporting across all teams in the organization.
- Identify problems based on customer feedback, work with internal and external stakeholders to fix issues to ensure data integrity.
- Proactively identify and present solutions to common or unique CRM challenges.
- Diagnose and troubleshoot database errors.
- Create automated processes for repeatable database tasks.

#### Customer Experience

- Responsible for the management and maintenance of the CRM and serves as an expert on customer experience as the point of contact within the Association.
- Responsible for tracking and translating system-related business rules into data governance and system adherence.
- Train colleagues in how to input and extract data based on system functionality and business rules.
- Recommend emerging database technologies and best practices.
- Responsible for supporting integrations with the CMS and the ecommerce experience and must display a strong understanding of APIs and oversee CRM integrations.

#### Reporting and Measurement

- Work with departments on data collection, analysis, and improvement.
- Work with departments and senior leadership to develop, document and manage organizational and departmental visualizations and dashboards. PowerBI expertise is preferred.

#### Required Skills, Experience, and Qualifications

- Bachelor's degree or equivalent practical experience, and 4-6 years in a related field/position or professional association

- Data Governance, quality assurance and skills strongly preferred
- Process documentation skills required
- Familiarity with .NET framework
- Strong command of SQL and SQL server tools
- Familiarity with SSAS (SQL Server Analysis Services), SSIS (SQL Server Integration Services) or similar integration tools
- Familiarity with APIs (web services) and integration strategies, ASP.NET
- Strong PowerBI and data visualization skills.
- Strong mathematical and statistical knowledge
- Strong knowledge of database management and administration and digital strategy
- Strong knowledge and familiarity with using or implementing CRM
- Exceptional strategic and analytical expertise with ability to take ideas and assemble concepts/solutions for communication to different levels of the organization
- Demonstrates attention to detail and ability to think creatively
- Ability to manage multiple complex projects in a cross-functional environment
- Ability to measure performance outcomes
- Service-oriented with a focus on superior results
- Self-motivated, nimble, and comfortable working with minimal supervision
- Collaborative and able to work cross-functionally

The Auto Care Association is the voice for the auto care industry—a coast-to-coast network of 500,000 independent manufacturers, distributors, parts stores and repair shops offering quality, choice and innovation for drivers. The Auto Care Association keeps its members ahead of the curve so they can continue to serve every kind of vehicle on the road today—providing parts and services designed to make vehicles last longer, perform better and keep drivers safer.

At Auto Care Association, we recognize and appreciate the importance of creating an environment in which all employees feel valued, included, and empowered to do their best work and bring great ideas to the table. We recognize that each employee’s unique experiences, perspectives, and viewpoints add value to our ability to create and deliver the best possible service, technical assistance, and research to members and partners.

Diversity, equity, and inclusion (DEI) for us represent both a business necessity and a core belief. These concepts represent a fundamental value and code of behavior that impact our daily interactions and decisions. DEI is the result of respecting, valuing, and caring about others and the lives we touch through member engagement, our products, messaging, and operations.

Auto Care Association is committed to providing an inclusive and welcoming environment for all members of our staff and does not and shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of our activities or operations.

If you are a dynamic professional with shared beliefs and the above qualifications, we would like to hear from you. Please send your resume and cover letter to: Lea Diamond, Senior Director of People Operations, Auto Care Association, at [autocarejobs@autocare.org](mailto:autocarejobs@autocare.org).