



CRM Administrator

Company: MacuLogix, Inc. is a medical device company based in Harrisburg, PA. MacuLogix is the only company to equip eye care professionals with the instrument, tools and education needed to effectively diagnose and treat patients with AMD. By leveraging the science of dark adaptation through its AdaptDx, MacuLogix is working to eliminate preventable blindness caused by AMD, a chronic, progressive disease that impacts over 170 million people worldwide and goes undiagnosed in 25 percent of patients. Through its AdaptDx dark adaptation biomarker, MacuLogix enables eye care professionals to detect, monitor and treat AMD three years before it can be seen clinically. To support the implementation and optimization of the AdaptDx, MacuLogix provides extensive in-practice training and practice guidelines.

Current Need: We are seeking a talented and motivated Customer Relationship Management (CRM) Administrator with hands-on experience using Microsoft Dynamics to support our sales, service and marketing efforts. The ideal candidate will have a strong information technology (IT) background and the ability to configure the system, manipulate large amounts of data and troubleshoot as needed. This person will serve as our internal CRM expert, providing technical support and training users. Strong communication and customer service skills are important in this position in order to work well with local and remote users. The CRM Administrator will partner with sales and marketing to drive system enhancements based on business needs.

Responsibilities:

- Bridge the gap between the CRM system and the users who interact with it.
- Configure the CRM system in cooperation with key business stakeholders to reflect and facilitate established business process and drive sales: creating custom entities, reports, workflows, business processes, dashboards, system views, forms, etc.
- Create procedures and techniques to maximize CRM data and minimize time required to enter or update contact data.
- Provide technical support to end users, diagnosing and resolving problems.
- Import and enter new CRM data, verifying and reconciling existing data.
- Onboard and train users and super users. Create, maintain, and distribute user-friendly training documentation and best practices communication for all areas of the CRM system.
- Managing system security roles.
- Manage system updates: collaborate in planning, coordinate system downtime, backup Microsoft Dynamics CRM, communicate to end users about enhancements.
- Other duties as assigned.

Qualifications:

- 2 years of experience configuring, maintaining, documenting and supporting a company's CRM, strong preference for direct experience using Microsoft Dynamics.
- General understanding of sales, marketing, business processes, and how they relate to the CRM.
- Experience in the use of third party data sources for lead database building and augmentation.



- Experience and a desire to use data to solve problems with a team.
- Experience building a suite of reports that keep key metrics and issues in front of a team and leadership.
- Experience using Microsoft Power BI reporting software (preferred, not required).
- Advanced Microsoft 365 skills, including Outlook, Word and Excel.
- Excellent interpersonal skills.
- Demonstrated analytical, written, oral communication, and project management skills.
- Experience and a desire to use data to solve problems with a team.
- Experience building a suite of reports that keep key metrics and issues in front of a team and leadership.
- A Bachelor's or Associate's degree (business, marketing, computer science, information technology, or a related field) or equivalent combination of education and comparable work experience.

Compensation: Competitive salary based on prior experience with equity participation and benefits.

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