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# Example of CRM Director Job Description

Our company is hiring for a CRM director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for CRM director

* Own the CRM product roadmap
* Work with key users and stakeholders to identify product requirements for CRM
* Manage a small team of product and project managers within CRM
* Work with product development teams and outside consultants to implement new product features
* Evaluate various 3rd party vendors as needed to improve the CRM product offering
* Collaborate with other Product Managers to deliver integrated solutions
* Develop product feature documentation and assist in development of training materials
* Work across various stakeholder groups to drive adoption of CRM best practices
* Lead a complete audit of current CRM landscape and make recommendations on future toolsets for improved data accuracy and contact segmentation
* Partner with key internal partners in the strategy of all CRM campaigns

## Qualifications for CRM director

* Experience building and running automation programs
* Solid Experience with various ESP - ExactTarget, SendGrid, Constant Contact
* Ability to plan, execute, and manage multiple programs at once
* Strong Excel abilities + analytical skills – you like pivot tables
* Lead role in Salesforce.com Sales and Service Cloud implementation
* Desirable to have lead a Salesforce.com PRM implementation