YORK UNIVERSITY
DEPARTMENT OF HUMAN RESOURCES
JOB POSTING - YUSA

JOB TITLE: Senior CRM Developer	**JOB CODE:** 955887
DEPARTMENT/FACULTY: University Information Technology	**SALARY BAND:** 18

JOB PURPOSE:

The Senior CRM Developer role, designs, configures, deploys, and supports the enterprise CRM (e.g., Microsoft Azure, Salesforce application development Platform) and applications (e.g., Salesforce, Salesforce Marketing Cloud, Microsoft Power BI) across the University. The role leads the development, implementation, and support of critical enterprise solutions that provide a complete view of students, staff, alumni, contacts, prospects, and donors' consolidated data, improved engagement, and improves compilation of valuable data and information.

Under the direction of the Manager, Student Information System, the Senior CRM Developer role provides advanced system architecture, development and knowledge transfer on the enterprise platform and cloud infrastructure configuration. The role is adept at problem assessment and searches for and implements practical solutions. The Senior CRM Developer role ensures the enterprise CRM system is perpetually and consistently accessible, functioning efficiently, and confidential data is protected and secure.

The Senior CRM Developer role creates, configures, and maintains system components using advanced CRM platform tools and/or custom code. The role develops application functionality and/or extensions to provide reliable, stable, and efficient software solutions and service. The Senior CRM Developer serves as the technical lead for the enterprise CRM platform and is responsible for technical design, recommending business optimized and enterprise architecture aligned solutions and options, performing reliable and efficient development work, QA testing, and implementing solutions. The role will be the technical lead in delivering new integrated business solutions and streamlining technology platforms to help enable a culture of service excellence at the university.

The role articulates and shares how a culture of modern application delivery techniques brings development and operations together for faster delivery times, enables digital transformation, and breaks down silos at York University.

MAJOR AREAS OF RESPONSIBILITY:

1. **Application Development**
   Percentage of time: 65%

   A. Serves as the technical lead for the enterprise CRM platform solutions and projects. Develops extensions to other enterprise systems, such as PeopleSoft Financials, PeopleSoft HCM, ARMS, LMS, SIS, and Business Intelligence (BI) applications, to support the enterprise data warehouse and analytic reporting.

   B. Analyzes and translates functional specifications into technical specifications to guide coding and configuration activity. Based on defined requirement(s), recommends, and configures the enterprise CRM platform to meet security, compliance, and clients' needs.

   C. Develops and maintains workflows, forms, custom fields, and other Salesforce entities in accordance with defined requirements. Develops secure enterprise workflows on the platform, such as Salesforce Flow Automation, to automate time-consuming manual tasks.

D. Develops and maintains integrations between different systems and enterprise source systems using platforms, such as Enterprise Integration Platform (e.g. DataBricks), Oracle Cloud Integration, TIBCO Scribe, and other relevant platforms. Ensures data accuracy/integrity.

E. Migrates CRM data and objects between CRM environments, quality assurance (QA) to production and vice versa, for upgrades and testing. Installs and upgrades CRM environments and related applications in test and production environments.

F. Implements new automation functionality using Salesforce Flow Automation and built-in artificial intelligence (AI) capabilities within the enterprise CRM platform. Installs and configures purchased modules and applications. As a lead on CRM-related and relevant project(s), reviews coding for errors.

G. Creates, implements, and reviews high quality source code for new application(s) including testing and debugging on the CRM platform. Maintains system components using platform tools and/or custom code. Analyzes, utilizes, and maintains code repositories for branches, merges, packaging, releases, and code documentation.

H. Implements enterprise CRM platform programs to enable mobile application delivery and enterprise portals for user self-service, such as name change, change of address, history, and financial statements.

I. Installs and configures credit card payment processing solutions, such as Moneris eSelect Plus to securely handle credit card-holder data. Ensures payment processing solutions are updated to meet the University's Payment Card Industry Data Security Standard (PCI-DSS) and compliance reports are developed for annual reporting.

J. Creates and maintains custom entities and data definitions in the enterprise CRM and data catalogue, such as Data Cookbook. Works collaboratively to prototype new data entities and data definitions based on requirements, institutional and governmental reporting, with a high degree of accuracy.

K. Works collaboratively with other technical leads to develop and maintain enterprise dashboards that contain Key Performance Indicators (KPIs) and enterprise analytics within the solution, such as Microsoft Power BI, for senior managers and staff.

L. Works collaboratively with CRM business owners from across the university to provide consultation, advice, guidance, support and information on policies and procedures related to university wide CRM operations and change management.

M. Establishes testing/quality assurance environments. Works collaboratively with vendors to orchestrate releases for CRM, from development through production, to include unit testing, change management, and ongoing monitoring. Ensures quality standards given the regulated nature of the data sets. Performs routine break/fix support and regression testing with inter-dependent solutions, such as Student Information System (SIS), Identity Access management (IAM), and Enterprise Analytics. Ensures accuracy and integrity of data and application through analysis, coding, testing, clear documentation, and problem resolution.

N. Maintains up-to-date knowledge on current and emerging technologies in support of enterprise academic systems and applications. Shares information with peers as required. Identifies opportunities and recommends adoption of new technologies that will enhance reliability and service delivery.

O. Defines technical criteria and functional specifications for acquiring and/or building new approved applications. Defines required changes to existing systems to meet new business needs.

P. Works with clients to develop and maintain planning documents to define tasks and priorities required. Meets regularly with clients to review requirements, discuss problems, and maintain general awareness of client's business processes.

Q. In collaboration with the cloud provider, tracks the health and performance of CRM systems and applications. Provides technical consultation to non-technical users to illustrate available options/opportunities and training. Develops and documents operational procedures to coordinate complex system processes.

R. Maintains close contact with the external solution integrator, solution provider, software vendors and others to maintain up-to-date knowledge of information technology trends to appropriately leverage new and emerging products/solutions. Seeks information and resolves technical problems with vendor support staff and consults with other technical staff at York, as needed.

S. On behalf of UIT leadership, regularly meets with CIO, CISO, Divisional/Faculty Senior Leadership Team, legal/privacy, and other CRM stakeholders to lead technical discussions to recommend solutions/workarounds/new features/integrations, etc. Provides updates on new features and value proposition for the University.

T. Provides status updates, on a regular basis to UIT leadership comprising of Manager, SIS, and respective UIT Director(s)/Managers/colleagues to communicate operational issues and problem resolution activities. Leads discussions, analyses impact and discuss viability of the proposed implementations. Works with DBAs, system administrators, and operations staff to resolve problems related to the CRM.

Contacts: CIO, CISO, Legal, Senior Leadership Team, UIT Leadership Team, and other CRM stakeholders, staff, internal and external technical architects – e.g., vendors, contractors, service providers, IT product and service research organizations, and higher education organizations.

Reason for Contact: Reviews and provides recommendation to implement new release(s). Communicates business benefits of new enhancements, legal compliance, and system analysis/problem resolution(s). To explain technical issues to non-technical users and understand client business requirements. To consult with and/or work collaboratively   with other technical staff both inside and outside of York University to resolve technical problems.

2. Knowledge Transfer, Training, and Documentation
   Percentage of time: 15%

A. Collaborates with team colleagues to ensure conformity to standards and compatibility of project components.

B. Liaises with technical and non-technical groups to better understand and maintain a broad awareness of design and implementation standards, documentation, and best practices.

C. Under the direction of the Manager, contributes and adheres to departmental coding, documentation, best practices, development standards, and policies.

D. Provides Systems Requirements Specifications (SRS) and System Design Specifications (SDS) documentation.

E. Develops and maintains change control process(es) documentation for the CRM.

F. Documents changes and provides testing to ensure proper applications functionality.

G. Designs procedures and documents the CRM application upgrade process. Coordinates the upgrade process, as required.

H. Assists clients in assessing the impact of upgrades on system functionality and business processes that impact faculty, students and prospective students who rely on these systems for critical and up-to-date information.

I. Provides training on CRM functionality to empower maximation of the platform. Trains project team and colleagues on new CRM features and modules.

Contacts: CIO, CISO, Legal, Senior Leadership Team, UIT Leadership Team, and other CRM stakeholders, staff, internal and external technical architects – e.g., vendors, contractors, service providers, IT product and service research organizations, and higher education organizations.

Reason for Contact: Needs/requirements determination, requirements gathering, coordination, problem resolution, advice, direction and guidance, research and analysis, and product/service information. To collaboratively resolve problems with DBAs, system administrators, cloud providers and operations staff.

3. CRM Platform Support and Maintenance
   Percentage of time: 15%

   A. Inspects systems and applications for data integrity, service availability, and performance. Plans preemptive actions to ensure optimal performance.

   B. Troubleshoots and repairs application, system and/or system integration problems, as required.

   C. Analyzes complex service problems and coordinates resolution with internal and/or external technical support resources. Ensures final resolution, including fixes, are implemented correctly.

   D. Creates custom scripts and schedules periodic maintenance procedures for service maintenance.

   E. Meets with clients, regularly, to understand key business processes with respect to the CRM solution and determine ongoing business needs.

   F. Analyzes business objectives for the CRM solution and proposes technical solutions to support the objectives.

Contacts: CIO, CISO, Legal, Senior Leadership Team, UIT Leadership Team, and other CRM stakeholders, staff, internal and external technical architects – e.g., vendors, contractors, service providers, IT product and service research organizations, and higher education organizations.

Reason for Contact: Needs/requirements determination, requirements gathering, coordination, problem resolution, advice, direction and guidance, research and analysis, and product/service information. To resolve problems cooperatively and collaboratively with DBAs, system administrators, cloud providers and operations staff.

5. Other duties as assigned
   Percentage of time: 5%

COMMUNICATIONS:

	English
Basic reading skills (e.g., scanning text, reading forms, etc.)	☒
Basic writing skills (e.g., writing brief notes, completing forms, etc.)	☒
Basic speaking skills (e.g., asking & answering simple or repetitive questions, etc.)	☒
Comprehends written material (e.g., extracting information/details, reading reports/correspondence, etc.)	☒
Writes non-complex documents (e.g., composing factual information/short routine correspondence, taking minutes, etc.)	☒
Sustains conversation on specific topics (e.g., explains standard policies/procedures/services, etc.)	☒
Comprehends complex texts (e.g., reading & interpreting policy papers/research papers/technical reports, etc.)	☒
Composes documents (e.g., drafting reports/recommendations/ research papers/summaries, etc.)	☒
Sustains in-depth conversation (e.g., interpreting & expressing complicated ideas, making presentations, etc.)	☒

PHYSICAL & SENSORY DEMANDS/ENVIRONMENTAL CONDITIONS:

☒	VDT Use	60%	☒	Bending	5%
☒	Prolonged visual attention	60%	☒	Walking/mobility	2%
☒	Prolonged audio attention	30%			
☒	Hand/finger dexterity	60%			
☒	Prolonged sitting	60%			
☒	Prolonged standing	10%			
☒	Lifting and/or carrying (approx. 20 lbs/ ___ kg)	1%			

RESPONSIBILITY FOR OTHERS:

			Casuals
☒	Gives direction or instructions		2-4
☒	Decides what tasks/projects other should do first		2-4
☒	Arranges work schedules, coordinates workflow & reviews completed work		2-4
☒	Trains others in new tasks or estimates training needs		2-4

*Resources are dedicated to the multi-incumbents (2) in the role, on an equal basis, to assist with work volumes and deliverables during peak periods.

QUALIFICATIONS:

Minimum level of formal education required:

University degree in Computer Science, Software Engineering, Computer Engineering, IT or related field, or an equivalent of four years' recent experience (defined as within the last five years) working at York University and performing the same or similar tasks. This education equivalency is in addition to the experiential requirements outlined below.

Minimum number of years and type of relevant work experience required:

Seven (7) years' related Information Technology experience, which includes a minimum of:
- Five (5) years' hands-on experience in analysis and programming using Salesforce Apex or Java, with Oracle or MS SQL, and integrated environment management tools (such as SQL Server Management Studio).
- Two (2) years' experience in production application support and maintenance.
- Two (2) years' experience in project life cycle activities on development and maintenance projects.

Experience with major relational databases (such as Oracle, MS SQL, Azure) is required along with experience in CRM Solutions (i.e., Salesforce) and Cloud platforms (i.e., Microsoft Azure). Experience with Salesforce Application Development Platform and Salesforce Flow Automation, and process design is preferred and experience in directing the work activities of other team members is beneficial.

Skill(s) required:
- Excellent analytical and evaluative skills.
- Excellent written communications skills.
- Excellent oral communication skills.
- Effective organizational skills.
- Demonstrated ability to work and communicate with the external community in a professional and business-like manner.
- Ability and willingness to work effectively as a member of a team.
- Strong service orientation coupled with an ability to assess the operational significance of a problem and to set priorities accordingly.
- Ability to exercise tact and diplomacy, maintain confidentiality, and deal calmly and effectively with people.

- Ability to attend accurately to details, meet short/long term deadlines, set priorities and work effectively under pressure.
- Ability and willingness to keep up to date with application development tools.
- Solid deployment skills within application and web servers.

Technical Skill(s) required:

		BASIC	INTERMEDIATE	ADVANCED
Operating Systems	Windows			X
	Unix Linux	X		
Programming Languages	Salesforce Apex or Java			X
	SQL			X
	JavaScript			X
	Django		X	
	Bootstrap		X	
Markup Languages	HTML5/CSS			X
Data format languages	XML, JSON, YAML			X
Development Tools	Oracle, MySQL, MS SQL, or other networked SQL DB			X
	Visual Studio Code			X
	Salesforce Application Development Platform			X
Directory Services	LDAP, Azure Directory Services		X	
Cloud Platforms	Microsoft Azure		X	
	Oracle Cloud Infrastructure	X		
Applications	Salesforce			X
	Oracle SQL			X
	SQL Server Management Studio			X
	Microsoft SharePoint			X
	Microsoft PowerBI			X
Software Design Patterns	Software system design knowledge (participation in large projects a must)			X
	MVC		X	
Continuous Integration/Continuous Deployment	Salesforce DevOps		X	
	Jenkins		X	
	Ansible		X	
Code versioning tools	Concurrent Versions System (CVS), Apache Subversion (SVN), GitHub			X
Issue and Backlog Management	Jira			X

This position requires the candidate to produce a verification of degree(s), credentials(s), or equivalencies from accredited institutions and/or international equivalents at the time of interview.

JOB SPECIFICATIONS:

Hours of work: 8:30 AM to 4:30 PM, Monday to Friday

Summer: June to Labour Day weekend, 8:30 AM to 4:30 PM, Monday to Thursday, and Friday 8:30 AM to 3:30 PM

Occasional overtime will be available

Hours during peak periods: 8:30 AM to 4:30 PM, Monday to Friday

Vacation restriction: During critical project timelines