

**PANOLA COLLEGE  
JOB DESCRIPTION**

<b>JOB TITLE:</b>	Part Time Element451 Specialist ( <i>Grant Funded – January 2026 – December 2027</i> )	<b>FLSA status:</b>	Non-Exempt
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<b>DEPARTMENT:</b>	Instruction	<b>REPORTS TO:</b>	Director of Digital Learning
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**Position summary:** The Part-Time Element451 Specialist supports Panola College’s implementation and ongoing management of the Element451 CRM platform, a key system designed to enhance student communication, recruitment, and retention. Working within the Digital Learning Department and under the joint supervision of the Director of Digital Learning and the Element451 Team Captain, this position assists with data management, communication workflows, and system integrations that connect Element451 with Jenzabar One and other college platforms. The Specialist helps ensure Element451 is used effectively across departments to streamline student engagement throughout the enrollment and success pipeline.

**Position responsibilities:**

- Assist with the setup, configuration, and ongoing management of the Element451 CRM platform.
- Manage and verify data imports, exports, and integrations with Jenzabar One and other institutional systems.
- Develop, schedule, and monitor automated communication workflows including email, text and campaigns.
- Collaborate with departments to support creation of communication materials such as landing pages, inquiry forms, and event registrations.
- Generate and analyze performance reports to measure engagement, communication effectiveness, and outreach results.
- Coordinate with IT, Marketing, Admissions, and Student Services to maintain accurate data and consistent communications.
- Provide documentation, training, and basic support to campus users of Element451.
- Troubleshoot technical or data-related issues and work with Element451’s support team for resolution.
- Assist in testing and rolling out new features or modules within Element 451.
- Contribute to special projects supporting the college’s digital communications and student engagement strategies.
- Provide innovation and vision for the College.
- Support the philosophy and mission of the College.
- Perform all other duties as assigned.

**Minimum Position Requirements:**

- Bachelor’s degree preferred in Higher Education, Marketing, Communications, Information Technology, Data Analytics, or a related field.
- Associate degree and relevant CRM experience may be considered in lieu of Bachelor’s degree.
- One to three years of experience working with CRM platforms
- Experience in higher education, digital communications, or student engagement preferred.
- Prior experience in data management, reports, or marketing automation is an asset.

**Knowledge, Skills, and Abilities Required:**

- Strong data management skills with proficiency in Microsoft Excel or Google Sheets.
- Understanding of CRM systems, marketing automation, and communication workflows.
- Experience with creating and managing forms.
- Excellent written and verbal communication abilities.
- Strong attention to detail and organizational skills.
- Ability to manage multiple priorities and meet deadlines independently.
- Analytical mindset with ability to interpret and apply engagement data.
- Knowledge of FERPA and student data privacy regulations.
- Collaborative and adaptable team player capable of cross-departmental coordination.
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**Physical Demands and Work Environment:**

- Work is normally performed in a typical interior/office work environment.
- Occasional evening or weekend hours may be required for testing, reporting, or events.
- No or very limited exposure to physical risk.
- No or very limited travel – only to off campus locations.