PQA POSITION DESCRIPTION

Title:	**Manager, User Experience (AMS/CRM Administrator)**
Supervisor:	Senior Director, Program and Information Management
FLSA Classification:	Full-time; Exempt
Location:	Alexandria, VA (Hybrid) / Remote

About PQA

Pharmacy Quality Alliance, PQA, is a national quality organization dedicated to improving medication safety, adherence, and appropriate use. A measure developer, researcher, educator, and convener, PQA's quality initiatives support better medication use and high-quality care. A non-profit organization with more than 200 diverse members across healthcare, PQA is a unique alliance in healthcare. It brings pharmacies, health plans, health care providers, pharmacy benefit managers, biopharmaceutical companies, technology vendors, government agencies, and others together to build consensus and collaborate to improve medication use quality.

POSITION OVERVIEW

The Manager, User Experience, is responsible for managing PQA's association and customer relationship management (AMS-CRM) platforms to ensure seamless operations and interactions for both internal teams and external stakeholders, including members, partners, and program participants. This stakeholder-facing role bridges technology and user experience, ensuring systems effectively support stakeholder engagement, program operations, and service accessibility. The Manager provides system guidance, training resources, and technical assistance, while assisting teams with system queries and report creation to facilitate data access for informed decision-making. The Manager also ensures external stakeholders can efficiently access PQA's digital services and resources. Collaborating across PQA's four domains (Measures, Research, Education, and Convening), the Manager supports the optimization of digital experiences, data tracking, and organization-wide service delivery.

Note: This role will evolve significantly from 2025 to 2026. In 2025, the Manager will support membership, accounts, events, and forms within the current AMS (MemberClicks), providing added departmental assistance during this transitional period before the new AMS-CRM system (Fonteva) implementation. The Manager will play a key role in the planning, configuration, and implementation of Fonteva. In 2026, following the Fonteva go-live, the Manager will transition to enterprise-wide AMS-CRM support, focusing on maintaining system functionality, data integrity, and consistent usage across all PQA domains. This period of digital transformation presents an exciting opportunity to contribute to innovative solutions and drive positive organizational change.

ESSENTIAL RESPONSIBILITIES:

- System Management & Optimization
  - Serves as the primary AMS-CRM expert, ensuring systems effectively support stakeholder engagement, program operations, and service accessibility across PQA's four domains.
  - Collaborates with IT and departmental leads to enhance and maintain data integrity, accuracy, and security across all AMS-CRM systems, ensuring compliance with organizational data governance standards.
  - Coordinate the development, documentation, and maintenance of system-wide SOPs, ensuring standardized workflows across departments.
  - Support staff through technical guidance, training resources, and troubleshooting, while empowering functional leads to manage their own system processes.
  - Assist teams with system queries and report creation to facilitate data access for informed decision-making and process improvements.
  - Monitor system performance and user feedback, recommending enhancements or optimizations to improve digital service delivery and user experience.
  - Support AMS-CRM enhancement and upgrade projects to align functionality with evolving organization needs.

- User Support & Stakeholder Access
  - Ensure external stakeholders (members, partners, program participants) have seamless access to PQA's digital systems, services, and self-service tools.
  - Provide functional support for membership, account management, events, and forms within the current AMS (MemberClicks) in 2024, transitioning to enterprise-wide AMS-CRM support following the Fonteva go-live in 2025.
  - Collaborate with the Stakeholder Engagement Manager and other functional leads to maintain accurate stakeholder records, manage access controls, and support account-related functions.
  - Work with teams across PQA's four domains to improve digital self-service options, ensuring stakeholders can efficiently access programs, research, member benefits, purchased content, and licensing resources.
  - Provide technical support for both internal and external users by addressing inquiries, troubleshooting system access issues, and ensuring data accuracy.
- Other duties as assigned.

QUALIFICATIONS AND EXPERIENCE

Minimum requirements include:

- Bachelor's degree in Information Systems, Data Management, Business or a related field.
- Three (3+) years of experience managing AMS-CRM solutions (Fonteva/Salesforce) or similar enterprise digital systems in an association, nonprofit, or stakeholder-driven organization.
- Demonstrated ability and commitment to provide high-quality customer service to both internal teams and external stakeholders, ensuring seamless access to digital platforms and resources.

- Strong understanding of data integrity, security protocols, and enterprise IT standards.
- Experience supporting cross-functional teams in developing and maintaining system-wide SOPs to ensure standardized workflows and data governance compliance.
- Proven ability to deliver system guidance, technical support, and training resources to enhance stakeholder and staff use of digital tools.
- Strong organizational skills with the ability to manage multiple projects, priorities, and cross-departmental collaboration in a dynamic environment.
- Proficiency in system reporting tools, data management processes, and the Microsoft Office suite.

Preferred but not required:
- Salesforce Administration experience or certifications.
- Familiarity with data querying or visualization tools (e.g., SQL, Power BI) is a plus but not required.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Employee is regularly required to stand, sit, talk, hear and use hands and fingers to operate a computer and telephone.
- Close vision requirements due to computer work.
- Standard office environment

TRAVEL:

Occasional travel to attend the PQA Annual Meeting, Leadership Summit, and internal team meetings.

APPLY:

Sponsorship is not available.

Interested candidates should submit a letter of interest accompanied by a resume or curriculum vitae to careers@PQAalliance.org. Please include your salary requirement in your cover letter. This will help us ensure alignment early in the hiring process.

This job description does not imply that the stated requirements are the only expectations for the job. Incumbents are expected to perform any other duties that may be assigned. PQA has the right to revise this job description at any time. PQA is an "at-will" employer and as such,

neither this job description nor your signature constitutes any form of contractual agreement between you and PQA.

EEO Statement

PQA is committed to the principles of equal employment. We are committed to complying with all federal, state, and local laws providing equal employment opportunities, and all other employment laws and regulations. It is our intent to maintain a work environment that is free of harassment, discrimination, or retaliation based on the following protected classes: age (40 and older), race (including traits historically associated with race, which includes hair texture, hair type, and protective hairstyles such as braids, locks, and twists), color, national origin, ancestry, religion (including any outward expression of religious faith, which includes adherence to religious dressing and grooming practices and carrying or displaying religious items or symbols), sex, sexual orientation (including transgender status, gender identity or expression), pregnancy (including childbirth, lactation, and related medical conditions), physical or mental disability, genetic information (including testing and characteristics), marital status, military status (including status as a uniformed servicemember, a veteran, or dependent of a servicemember), or any other status protected by federal, state, or local laws. The Organization is dedicated to the fulfillment of this policy in regard to all aspects of employment, including, but not limited to, recruiting, hiring, placement, transfer, training, promotion, rates of pay, and other compensation, termination, and all other terms, conditions, and privileges of employment.