

# ADAPT Undergraduate Internship Programme 2017

## PROJECT DESCRIPTION

<b>Institution/Team:</b>	
<b>Project Title:</b>	CRM Database Administrator
<b>Suitable for students who are studying in the following areas:</b>	Computer Science, Information Systems, Business
<b>Skills needed:</b>	Attention to detail, Analysis,

<b>Project Description:</b>	<p>The ADAPT Centre connects with a wide range of industries, research and public bodies to support the advancement of its research mission. The person will ensure effective use of Highrise across the business.</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Cleaning the Highrise database.</li> <li>• Supporting and maintaining the Highrise database, including user profile administration, mass data import/update tasks, data cleansing, integrity and reporting.</li> <li>• Deliver on-going support and trouble-shooting for Commercial team using Highrise.</li> <li>• Develop guidelines to ensure data integrity.</li> <li>• Collaborate with internal stakeholders within Marketing to determine if marketing activity can be captured in Highrise, and if segmentation of contacts can be organised for promotional campaigns.</li> </ul>	
<b>The Role of the student &amp; benefits gained from participation in this project:<sup>1</sup></b>	<p>(e.g. what you foresee the student doing within the Centre, what new skills/expertise they might acquire)</p> <p>Systems administration experience. Knowledge of how information systems can support business goals.</p>	
<b>Who will be working with you?</b>	Working closely with Commercialisation and Marketing team to develop the CRM system into a robust support for communications.	
<b>Short description of the group:</b>	Commercial team consists of the Director of Commercialisation, the Head of Design and Innovation, IP Manager, Marketing and Communications Manager and Industry Partnership Manager.	
<b>Recommended Reading Material:</b>	<a href="https://highrisehq.com/">https://highrisehq.com/</a>	
<b>Other information:</b>		
<b>For further details on this project please contact:</b>	<b>Name:</b> <b>Phone:</b> <b>E-Mail:</b> <b>Website:</b>	<b>Laura Clifford</b>  <a href="mailto:Laura.clifford@adaptcentre.ie">Laura.clifford@adaptcentre.ie</a> <a href="http://Adaptcentre.ie">Adaptcentre.ie</a>

<sup>1</sup> This is an initial description of the role of the student and it is liable to change following discussions between the investigators and the student.

