

Job Description

Job Title:	CRM Manager
Team:	Fundraising, Communications & Retail
Hours:	Full time 37.5 hours per week
Salary:	£45000.00 - £50000.00 per annum
Contract Length:	Permanent
Reporting to:	Director of Fundraising, Communications & Retail

Mothers' Union is a global Christian movement working with people of all faiths and none to develop communities, strengthen families and advocate for change. Our members are active in 83 countries and work tirelessly to serve their communities to build a future where everyone thrives.

Founded in 1876, Mothers' Union is a women-led volunteer movement, with a membership of 4 million people around the world, 36,000 of whom live in the UK and Ireland. Based on Christian fellowship, members express their faith through action in their local communities, aiming to create a world where every individual can reach their full potential, by stopping poverty, injustice and violence.

The Role

We have recently launched our new CRM based on Microsoft Dynamics 365, and are looking for a CRM Manager to join an end user Charity in Central London. The Charity has a direct front end CRM user base of around 30 staff. It also has a power platforms bespoke portal for between 64-120 regional staff to login to, who contribute to the membership programme, creating new memberships and managing the renewals process which happens each year. It also has a power portals Donation portal which directly integrates to Dynamics 365 and Business central. This role is to support our internal staff (30) and external Staff (120) with the day to day activities ensuring business processes are fit for purpose and seek out possible improvements in the long term roadmap.

The Charity is looking for individuals with hands on administrative experience to help deliver continuous improvement to the CRM system and data quality within it. You will need to be able to effectively analyse and configure the CRM system. Adding new fields as and when approved via a change approval process.

Duties & Responsibilities

- Analysing and documenting business processes, for all integrations linked to the CRM
- Running and Chairing the design authority process, where new changes and improvements can be raised to the senior team at the Charity ensuring all items are logged and follow agreed upon submission standards.
- Chairing the Change Approval committee meetings, where suggested improvements are signed off by the IT committee of the board if funding is provided and business cases clear.
- Co-ordinate and deliver CRM changes agreed at the Change Approval Board, sourcing and project managing 3rd party suppliers for any complex changes. Ensuring the change is tested in the UAT system and signed off before deployment to live, responsible for final live system testing sign off or escalation to the supplier if any bugs or issues are found.
- Configure business solutions within the CRM System.
- Identify and manage any additional technical support and developer resources where necessary.

- Lead on data architecture and strategy on the CRM, including data extraction and analysis for core communication, fundraising and membership projects
- Identify, create and deliver all training requirements for the CRM Improving and adding to training videos and materials if new features are released. Including co-ordinating paid or volunteer support or groups to collect feedback and manage training
- Monitor system logs for errors and degradation in service quality, stepping in and directly fixing known documented issues with CRM, Power Automate, Power Platforms or other systems in the technology stack.
- Serving as the primary point of contact and liaison for the Information Commission and other global data protection authorities on all data protection related matters.
- Serving as the primary point of contact for queries from staff, members, volunteers and donors concerning data protection.
- Reviewing Partnership Agreements and Supplier Contracts (including Model Clauses) and consents needed to implement projects, to ensure compliance with regulatory requirements and the Charity's policies.
- Working with key internal stakeholders in the review of planned projects and initiatives involving data to ensure compliance regulation, and where necessary, assisting and advising on the completion of privacy impact assessments.
- Participating in the IT & Data Committee on data matters, preparing reports and presentations as needed
- Monitoring changes to privacy laws and making recommendations to the IT and Data Committee when appropriate.
- Working with the Director of Finance and Services to update policies and Implement measures to manage data use in compliance with the GDPR, including developing processes and templates for data collection, assisting with data mapping, and supplier and partnership management reviews.
- Set standards and review policies, procedures and guidance for all teams and the wider Mothers' Union network that meet the requirements under GDPR and any localised requirements in countries of operation.
- Coordinating and conducting periodic data privacy audits.
- Developing and delivering privacy training to staff members and volunteers with the aims of raising employee awareness of data privacy and security issues, and ensuring operational compliance.
- Maintaining records of data assets, exports, and processing and reviewing unusual activity.
- Maintaining a data security incident response plan to ensure timely remediation of incidents including Data Impact Assessments, security breach response, complaints, claims, notifications.
- Responding to subject access requests (SARs).
- General data admin duties – Searching and fixing common data issues and know faults, ensuring the data quality is always improving and measurable to report back to the senior team improvements and progress on data cleansing activities.

Key Functional Areas

Data architecture– Lead on the review and structure of data on CRM

Systems Governance - Ensuring system best practices are followed, producing dashboards to identify common errors to follow up with users offering tailored training for common issues.

Training and Support - training of new members, ongoing training and refreshing areas where common issues are found in regular training sessions all staff and portal users can attend.

Information Governance and Data Protection - Ensuring data is kept up to date and added in the correct formats and standards. Leading on data compliance and legalisation for the charity

Skills & Experience

- 3 years' CRM experience with at least 2+ years experience with administering Dynamics CRM/365/2016.
- Proficient in Microsoft Office 365.
- Experience in systems and requirements analysis/Systems documentation.
- Managing issues and maintaining issue management systems.
- Microsoft Office 365 automation, including Microsoft Flow.
- Business Process Modelling Notation (BPMN).
- Business Central.
- Power BI.
- Click Dimensions (Desirable).
- Administering ticketing systems (Desirable).
- GoCardless experience (Desirable).

Benefits

- 25 days of annual leave (full time) plus up to 4 days of leave (full time) given at the discretion of Mothers' Union.
- Employer pension contribution of 6.5%.
- Enhanced maternity, paternity and adoption pay.
- Two volunteering days per calendar year.
- One away day per calendar year.
- Enhanced sick pay.
- Bereavement leave & Compassionate leave
- Season ticket loan.
- Cycle to work scheme.
- Employee assistance programme.
- Eye care voucher and an allowance towards glasses.

Work Location/Hybrid Working Pattern

This role will be based at our Head Office in central London. Mothers' Union operates a hybrid working model. Staff are required to work an aggregate minimum of 90 days per calendar year (pro rata for part timers) at our Head Office, Mary Sumner House in central London. Tuesdays are our anchor days where every staff member is expected to be at the office. The 90 days includes anchor Tuesdays. In addition, Thursday is a core working day where part time staff are expected to work, either at home or from the office as needed.

How to Apply

If you are interested in this position, please apply by sending your CV and a Cover Letter to ranjeewa.wickramasuriya@mothersunion.org. The Cover Letter should clearly outline how your skills match the main responsibilities of the role. Please note – only applications with a cover letter, alongside a CV, will be considered.

Application Deadline

The deadline for applications is **08 May 2025 at 5:00 pm**. Due to the number of applications we may receive, we will not be able to individually respond to each applicant. Kindly note, we will only be getting in touch with the applicants shortlisted for an interview. We aim to get in touch with the shortlisted candidates after the application deadline. We will be conducting interviews for suitable candidates as we go along and may fill the role before the closing date.

Equal Opportunity

Mothers' Union is an Equal Opportunity Employer. We celebrate diversity and are committed to create an inclusive environment for all employees.