

Job Description: CRM Manager

Duration: Permanent

Salary: £50,000 per annum

Location: Flexible

Reporting to: Head of Operational Improvement

Department: Charity Services

Key working relationships: Charity Services Team / Cross directorate collaboration

Purpose of the job

As UK Youth's Microsoft Dynamics 365 Specialist, you will oversee and maintain the organisation's critical CRM system, ensuring it is effectively utilised across the Charity while maintaining data integrity and supporting key processes. Acting as the functional consultant and product owner, you will align the CRM system with UK Youth's digital strategy, driving its adoption and efficiency.

Additionally, you will manage the relationship with the third-party CRM provider and play a key role in fostering a digitally-enabled, people-first culture that supports the Charity's growth and excellence. This role is pivotal in ensuring UK Youth's systems and processes enable a best-in-class environment for staff and stakeholders.

Why work at UK Youth?

We are a value-based, passionate and committed organisation offering a friendly working environment with lots of opportunities for professional development and socialising (even whilst we are all working remotely!) from lunch and learn sessions, staff quizzes, to virtual coffee meet-ups.

UK Youth prides itself on being an Equal Opportunity employer and we would particularly welcome applications for this role from those who identify under one of the protected characteristics under the Equality Act 2010.

We value the differences that a diverse workforce brings and are committed to inclusivity, and to employing and supporting a diverse workforce. Our selection procedures ensure that people are treated on the basis of their relevant merits, experience, skills and abilities and that no individual receives more or less favourable treatment.

We welcome applications from groups currently under-represented in our organisation including BIPOC, LGBTQIA+ and persons with disabilities. We are also currently underrepresented by men, and so are seeking applications from different backgrounds, cultures, age, experience and identity to bring a wide range of experiences, ideas, views and insights to UK Youth.

Key responsibilities

- **CRM Management:** Oversee the daily functionality of UK Youth's CRM and Portal as the subject matter expert, troubleshooting issues and liaising with external suppliers to ensure a high-quality service for users; manage UK Youth CRM service desk function and task prioritisation.
- **User Support & Licensing:** Manage users, privileges, and license allocations, ensuring business requirements are met and licenses are efficiently utilised.

- **Supplier and Budget Management:** Manage the CRM budget, external supplier support contracts, and service delivery, fostering strong relationships and enforcing service agreements.
- **System Development & Integration:** Lead CRM functionality development projects, test upgrades, new features, etc, and collaborate with the IT Manager on system integrations to maximise efficiency.
- **Data Integrity & Compliance:** Ensure data migration, quality, and integrity between systems, adhering to data protection regulations and organisational policies, while advising leadership on related risks.
- **Reporting:** support colleagues in data extraction / reporting processes as required.
- **Proactive Maintenance, Monitoring, & Security:** Maintain up-to-date Microsoft Dynamics knowledge, implement necessary system changes, and monitor updates to ensure digital security and continuity of service.

Other area of responsibilities

- Develop and manage training for users and new starters across the charity, in line with digital strategy
- Develop and embed cross-directorate CRM working, by building key relationships and highlighting synergies across our working practices to deliver efficiencies and improvements that ultimately progress the knowledge and quality
- Support IT Manager on key initiatives
- Manage working group to discuss CRM performance, training requirements and planned changes, making recommendations to Charity Services Leadership as appropriate
- Contribute to Function and, where appropriate, charity-wide strategy
- Act as a positive ambassador for UK Youth and share knowledge and experience of the development of UK Youth and its profile
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post

Person Specification

Knowledge, skills and experience

- Advanced knowledge of and experience with Microsoft Dynamics 365 (certifications desirable), including its ongoing optimization
- Skills in supporting Portals (Umbraco experience desirable)
- Strong experience of Microsoft Dynamics 365 configuration and of the Power Platform (Power Apps, Power Automate) are essential
- Experience of delivering projects following an Agile methodology
- Demonstrable expertise working as a product owner / functional consultant
- Experience with Data Protection/ GDPR policies and compliance
- A good understanding of Infosec and Microsoft Office 365 architecture; excellent IT skills
- Demonstrable experience in operational management and resolving first and second-line challenges
- Experience of working effectively, sometimes at a senior level, with a wide range of organisations and individuals, promoting ideas and influencing decision-makers
- Demonstrable experience of building strong customer relations, promoting ideas and influencing decision makers
- Experience of delivering high standards of customer care support
- Experience in strategy development and / or Project Management expertise are desirable

Personal qualities

- Demonstrable interpersonal, customer relations, and communication skills; experience working proactively using own initiative
- Excellent time and workload management skills; proven experience of meeting deadlines
- Ability to effectively communicate and build positive, collaborative relationships with stakeholders at all

levels; ability to communicate technical and / or detailed instructions in layperson language

- Enthusiasm and flexibility to 'get stuck in' with hands-on tasks as well as energy and skill in the managerial aspects of the role
- Empathy with the needs of young people
- Friendly, approachable person with good organisational skills
- Self-motivated and capable of working on own and working with others when required.
- Excellent levels of discretion and judgement, and experience of dealing with sensitive information
- Recognise and value all aspects of equality, diversity and inclusion

This post is subject to receipt of two satisfactory references, an enhanced DBS check and the right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the company to undertake any duties within your skills and capabilities which the company reasonably considers necessary to meet business needs.