

Job Description

Job Title	Deputy CRM Manager
Responsible to	CRM Manager
Department	Fundraising
Team	CRM, Data & Insight
Starting salary	Grade E £41,826 (£38,516 basic salary plus £3,310 London weighting)
Hours of work	35 hours per week
Length of contract	6 months fixed term until end March 2020
Location of work	Stratford, London

Purpose of the job

We're Mind, the mental health charity. We won't give up until everyone experiencing a mental health problem gets support and respect. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.

Mind employs more than 450 staff and we have a small team of volunteers. Most staff are based in Stratford, East London. We also have an office in Cardiff and a number of dispersed staff working across England and Wales.

Mind's is currently three quarters of the way through an ambitious CRM (Customer Relationship Management) implementation project, which has moved us from CARE to MS Dynamics 365. We went live with our biggest release in March, which delivered predominantly fundraising functionality which we are in the process of embedding now.

The Deputy CRM Manager will be responsible for leading the management and maintenance of our suite of internal processes, driving forward and facilitating the sign off of new processes that will supports the current and future deliverables of the CRM project and BAU team.

Scope of the job

This role sits within the CRM, Data and Insight team, which is a centralised unit within the Fundraising department and is responsible for customer service and data management across the

organisation. The CRM side of the team currently consists of a Head of Data and Supporter Relations, Head of CRM, CRM Manager, Training Manager, Data Quality Manager, Solutions Architect, Data Insight Analyst plus their respective officers. We also work with a number of part time consultants as and when necessary.

You will report to the CRM Manager, and will work with colleagues within the team as well as end users to improve understanding of and adherence to agreed processes. You may also work with suppliers, external consultants and be expected to work with and contribute to the wider CRM Project as and when required to ensure you are up to date with project developments and strategic objectives.

Mind aims to ensure that the needs and interests of mental health service users, women, black and minority ethnic communities, disabled people, lesbians, gay men, bisexuals, transgender and people of all ages are reflected in all its activities. You are expected to contribute to this aim.

Key responsibilities

1. To immerse yourself into the current CRM landscape at Mind in order to fully understand the current and future CRM project goals.
2. To deputize for the CRM Manager when required and support them with decision making and leadership.
3. To lead and take ownership of producing a detailed suite of internal processes in order to provide clear and decisive guidance to both internal colleagues and end users.
4. To work closely with the Data Quality Manager to ensure that all processes are promoting and never compromising data quality.
5. To work with the CRM Manager and Data Quality Manager to develop an ongoing retention programme, taking the lead on turning policy in to a robust and manageable process.
6. To ensure all processes are fully documented and maintained on a regular basis.
7. To escalate blockers and bottlenecks that prevent agreement or sign off of processes in a timely and professional manner.
8. To design and implement a robust change-control process for any requested amendments or improvements to processes.
9. To own the data and web brief process, including being the first point of call for reviewing and assessing briefs that are submitted to the team.
10. To take overall responsibility for the management of the BAU ticket system (Cherwell), including building and delivering regular KPI reports.
11. To be responsible for the management of agreed SLA's, monitoring adherence and reporting on performance.
12. Managing CRM licenses and security roles for joiners and leavers
13. Being the key CRM contact person for liaising with the Mind IT Team
14. To build relationships with multiple teams across the organisation and ensure cross-team processes are working efficiently, embedding a supportive culture.

Expectations:

1. To attend and contribute to meetings, workshops, and other events as required.
2. To attend and contribute to the supervision and appraisal process.
3. To ensure that all responsibilities and activities within this post are in accordance with the terms and spirit of Mind's policies.
4. To travel to meetings in England and Wales if required, which may require the need to work unsociable hours e.g. attending evening or weekend meetings or for overnight stay.
5. To adhere to relevant legal and statutory requirements including the Data Protection Act and the Health and Safety at Work Act.
6. To use Mind's resources responsibly.
7. To contribute to making Mind a greener workplace.
8. To understand that the nature of this post will require flexibility in undertaking the role.

Mind Person specification: Deputy CRM Manager

Essential criteria

Experience

1. Experience of designing and managing operational cross-team processes.
2. Experience of reviewing and reporting on performance.
3. Experience of producing written documentation of a technical nature.
4. Experience of operational planning.
5. Experience of working with stakeholders of various ability, knowledge and seniority.
6. Experience of line management.

Skills

1. Excellent verbal communication skills and confidence to chair meetings and work with stakeholders at all levels.
2. Ability to confidently facilitate decision-making and drive decision making in a positive and supportive manner.
3. Excellent written communication skills to write plans and processes that may be technical in nature using plain English and non-technical language.
4. Excellent self-management skills to work independently and as part of a team, using own initiative and being flexible and adaptable.
5. Ability to learn new systems and technology quickly and to a standard high enough in order to implement business context of processes.
6. Ability to confidently deputise for the CRM Manager, leading and supporting a large team as and when required.
7. Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint.

Knowledge

1. Knowledge and understanding of Mind's mission, vision, values and ambition and what this means in relation to this post and the ability to incorporate this into all aspects of work.
2. Knowledge and understanding of equality and diversity and what this means in relation to this post and the ability to incorporate this into all aspects of work.
3. General understanding of CRM, compliance and data protection principles.

Other

1. Willingness to travel occasionally and work unsocial hours.
2. Commitment to your own continuing professional and personal development.

Desirable criteria

1. Previous experience of using a range of CRM systems, including MS Dynamics CRM.
2. Good understanding of fundraising, customer service and CRM principles.
3. Previous experience of working in a charity setting.
4. Direct or indirect experience of mental health problems.
5. Qualified to degree level education.