



Data & CRM Development Manager

Job description

Grade	F
Type of contract	Permanent
Directorate	Public Fundraising, Data and Supporter Relations
Team	Data & CRM
Reports to	Head of Data & CRM
Responsible for	2 x Senior Data & CRM Development Officers
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
Hours	35hrs p/w

About the role

Mind's Data and CRM Department empower Mind to be data & insight driven; amplifying the collective impact of our charitable efforts so everyone with a mental health problem has both support and respect.

Together, we combine business intelligence, technology and engagement strategy to modernise our ways of working. Maximising the value we draw from our data to meet strategic business goals we enable an insight driven culture of innovation and continual improvement: harnessing the power of data and technology to achieve our common purpose.

We work with our users, technology suppliers, IT & Digital Team, and marketing teams to ensure high quality and trusted data is seamlessly integrated to drive efficiency, effectiveness, and frictionless supporter experiences that connect people to the cause and enable us to raise vital funds to support Mind's work.

Our Data and CRM activities seek to improve trust and usability of our data through providing robust Data and CRM Operations, Development, Business Systems Design, and Learning and Adoption; seamlessly integrating data and analytics to remove siloes from our ways of working and improve supporter experiences.



The Data & CRM Development Manager is a hands-on role that will bring exceptional data and technical skills and experience and will lead the modernisation of our data and CRM capabilities; empowering the digital first approach.

Following the successful implementation of Dynamics 365, this role will lead a small team and work with external suppliers to implement and manage a Modern Data Warehouse, Data Integration Platform and transform our data architecture to seamlessly integrate data and analytics to drive an insight driven culture. With a deep understanding of how to improve data quality, you will have a keen eye for detail and ensure high quality, trusted data is delivered to the point of need to drive efficiency and effectiveness.

Mind aims to ensure that our strategy and all our activities fully reflect the needs and interests of mental health service users, women, black and minority ethnic communities, vulnerable migrants, people who identify as lesbian, gay, bisexual, queer or transgender, and people with physical, cognitive or sensory impairments, with mobility impairments, or with learning difficulties, with full regard to their age, background and personal circumstances. You will be expected to contribute to this aim.

Key Responsibilities

Leadership

- To lead the Data & CRM Development Team and apply data and technical expertise to manage our CRM technology stack including Dynamics 365, Azure, Talend and DevOps
- Develop the department's skills in providing robust, fit for purpose data solutions that seamlessly integrate data and analytics to drive efficiency, effectiveness and improved user and supporter experiences
- To support the evolution to a data driven and insight led culture, championing the Data, CRM & Insight Strategy

Data Warehousing and Platform Management

- To manage the modern data warehouse in Azure to ensure it is secure, scalable and performance is optimised
- Manage Data Security within the Data Platform including aspects of user provision and sharing data
- Manage the configuration of the Data Platform and any changes required
- To manage source control and code (code management – git hub, DevOps)



- To work collaboratively with IT to ensure robust plans are in place for business continuity and disaster recovery for Dynamics 365 CRM and supporting environments, to include policies and procedures
- To undertake root cause analysis of technical issues and data nonconformity
- To work collaboratively across the department, with digital, IT and external suppliers to ensure our systems are robust, fit for purpose and scalable
- Embedding Power BI in Dynamics
- Implementing, testing and troubleshooting of data driven processes for technical and non-technical users to create robust and scalable data and insight solutions

Data Architecture and Quality

- To manage and maintain a rolling Data Quality Programme that brings high quality trusted data into the data eco-system and transforms it for use
- To embed data quality, stewardship, preparation, and cataloguing into data pipelines so that data is connected, sharable and automated and high-quality trusted data is available at the point of need
- Work collaboratively to ensure data architecture of our data is designed, standardised and documented consistently across all data platforms to ensure data can be used strategically to meet common goals
- Devising and implementing data cleansing and validation routines
- To work collaboratively to ensure data security and GDPR compliance; identifying and mitigating data and technology risks

Process Engineering

- To work collaboratively across the Data and CRM Management team to ensure the smooth implementation and management of the Systems Development Lifecycle
- To work with external suppliers to achieve seamless end to end integration of all regular data feeds using APIs and our data integrations platform, Talend
- To develop and run robust testing regimes to ensure automated processes are fit for purpose and meet business needs

Expectations

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.



Role expectations:

- To embrace and champion all things Data and CRM at Mind, winning the hearts and minds of all staff.
- To understand the importance of good quality accurate data and proactively drive the speedy resolution of issues.
- To empower all staff at Mind to realise the full potential of the CRM systems and data driven processes, ensuring managers and staff are supported and guided through the adoption of new ways of working.
- To breakdown any apathy/misunderstanding towards data and CRM systems through the education and upskilling of all staff.
- A desire for continuous improvement through seeking and sharing feedback and a willingness to learn from mistakes.
- To understand that the nature of this post will require flexibility in undertaking the role.
- Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and



talents to enhance the quality of their own and other's work. Take responsibility for their decisions.

- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need.
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

Person specification

Essential criteria

Leadership Skills

- Excellent management skills at a senior level with strong motivational and leadership qualities and highly developed coaching & mentoring skills to support others to perform & develop
- Proactive approach with a focus on results and achieving goals, providing clear direction for the team and an ability to prioritise demanding workloads for self and others, driving work where required across multiple teams and projects
- Proven track record of owning and implementing strategic plans in a data-driven environment
- Experience of managing change at an operational level, with proven success in bringing about change in teams not directly controlled
- Excellent communication, people management and planning skills; ability to influence, persuade and interact effectively
- Experience of budget management

Data Warehousing and Platform Management

- Significant experience of working at a senior level improving data quality, architecture and platforms management



- Significant experience of Dynamics 365 CRM and highly skilled in its configuration, security and performance optimisation
- Robust understanding and experience of data warehousing in Azure and best practise code management
- Developing and managing business continuity and disaster recovery plans relating to data eco-systems
- Robust experience of establishing and managing quality assurance procedures and testing regimes
- Experience of incidence management through to root cause resolution
- Experience of creating functional and non-functional design specifications and documentation

Data Architecture and Quality

- Experience in the design and implementation of a robust data architecture to include categorisation and standardisation of data
- Comprehensive understanding of data integrity and governance and highly skilled in evolving data quality and data master rules to support achieving business benefit
- Highly skilled in manipulating and validating data with strong attention to detail and accuracy

Process Engineering and Technical Services

- Ability to understand and interpret business needs and translate them into robust technical requirements and effective solutions
- In-depth knowledge of APIs and ETL (Extract, Transform, Load) processes
- Proven ability to simplify complex problems, processes or projects into component parts then explore and evaluate them systematically
- Robust Agile Project Management and organisation skills with proven ability to plan, schedule, resource and continually evaluate concurrent projects from initiation through to warranty
- Robust testing and troubleshooting skills displaying diligence and tenacity to see operational issues through to root cause resolution
- Robust understanding of Change Control and the principles of change management

Personal Attributes and Behaviours

- Ability to work effectively under pressure, both independently and as part of a team and without close supervision; identifying priorities and consistently achieving key targets



- Ability to work collaboratively and influence effectively across organisational boundaries to achieve goals
- Effective communication skills, including the ability to explain and document complex technical systems and business processes for both technical and non-technical audiences
- Ability to find creative solutions to complex problems and contribute with innovative ideas and solutions

Desirable Criteria

- Understanding of data visualisation tools, preferably Power BI
- Understanding of HMRC's Gift Aid Scheme
- Certified in Dynamics 365 CRM
- Knowledge of Talend Data Integrations Platform & applying data mapping transformation tools
- Coding languages JAVA, Python, SQL, C#