Business Systems Design 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	n/a
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 Business Systems Design Manager will be responsible for overseeing the analysis of technical business processes; the design and implementation of data driven process improvements; and for driving efficiencies and improvements to logistics and systems-challenges faced by Mind. The Business Systems Design Manager will report to the Head of Data and CRM.

The Business Systems Design Manager will take responsibility for co-ordinating the delivery stages for the design and implementation of CRM & Data changes in-line with time, budget, quality and approach, with a particular focus on business improvement changes and stakeholder engagement. Rapport building and good communication are vital.

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

- Leading Business Systems Design across our CRM Systems and data driven processes, ensuring our ways of working are robust, fit for purpose and scalable. Leading the streamlining of technical and business processes to leverage the new capabilities brought by the implementation of a Data Hub/Data Warehouse and new middleware technology.

- Supporting the Head of Data and CRM to deliver the Data, Insight and CRM 3-year roadmap: maximising our data as an asset; creating an insight driven culture; and modernising our ways of working.

- People management: leading, managing and motivating project teams, including area specific specialists; taking responsibility for their development so that they can perform all tasks required of their programme role in a way that is in keeping with core values. Enabling project team members to take ownership of their own performance and that of the programme.

- Business analysis: working with business users to review processes and make recommendations for efficiency savings and organisational investment in new projects.

- Business design: responsibility for planning and developing robust and efficient process or technical solutions to sustainably tackle a range of organisational challenges.

- Interdepartmental coordination: working collaboratively with senior leadership across the organisation to provide advice and recommendations on new processes, and to

ensure the delivery of robust and efficient systems that meet the various needs of each department.

- Scrutinising project scopes, budgets, timelines and success measures to ensure projects will be successful, escalating any concerns that the structure needs adjustment.

- Managing supplier relationships to ensure delivery on time, budget, and to agreed scope and quality measures; building and maintaining productive working relationships with suppliers and developers (both internal and external) for the planning, scheduling, and successful delivery of projects.

- Playing a key role in the monthly project board, chaired by the project sponsor (Chief Financial Officer) by setting the agenda and giving project progress updates and risk register updates. Escalating challenges early enough to allow senior sponsors to offer support in time to keep programme progress on track.

- Implementation: direct responsibility for overseeing and executing the change requirements of the business, from initiation through to delivery, including working with the CRM Learning and Adoption Manager to ensure the successful rollout and adoption of new products.

- Project management: responsibility for the development and prioritisation of key processes and support of major process transformation projects. Pre-planning the resource capacity requirements and delivery team structure to deliver each stage of respective projects. Delivering project closure and lessons learned reviews.

- Measuring and reporting on return on investment brought by new technologies and improved ways of working.

- Ensuring the programme is managed within controlled but practical frameworks, proactively managing budget, risks and issues throughout the project life-cycle and in line with governance structures and sign-off.

- Stakeholder management: building strong relationships with people across the organisation to facilitate effective process review and implementation. Working collaboratively with colleagues to ensure efficiency of project delivery through excellent communication and consultative planning, building rapport to ensure empathy with the programme and create a culture of support.

- Managing and delivering internal communications surrounding the project.

- Developing and managing appropriate project documentation including project initiation plan, risk register, issues log, communications plan; continuously monitoring and reporting to the Project Board and key stakeholders.

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

Business Systems Design

- Experience of business analysis, and an ability to simplify complex problems, processes or projects into component parts to explore and evaluate them systematically
- Strong problem-solving skills with the ability to understand business needs and identify, prioritise and deliver robust solutions with demonstrable benefits
- Robust understanding of enterprise architecture, the Systems Development Life Cycle (SDLC), and how data systems interact to create frictionless supporter experiences
- Experience of process mapping and process engineering, incl. designing processes that utilise ETL (Extract Transform Load) tools, preferably Talend

Project & Stakeholder Management

- Excellent experience in project management methodologies, processes and standards (e.g. Agile, PRINCE2)
- Extensive experience of successfully managing the full life cycle of complex technology / CRM / data change and process improvement projects across multiple departments
- The ability to form and maintain business relationships across different levels of seniority, and to work collaboratively with people across various departments and locations
- Experience building and managing relationships with external/3rd party suppliers
- Ability to communicate effectively, in one-to-one situations, small groups and before larger audiences, including facilitating workshops and group meetings

Personal Attributes and Behaviours

- Ability to work collaboratively and influence effectively across organisational boundaries to achieve goals
- Ability to find creative solutions to complex problems and contribute with innovative ideas and solutions
- Tackle tasks in a systematic, efficient and logical manner and use collaboration to deliver more effective solutions

Other

- Willingness to travel occasionally and work unsocial hours
- Commitment to your own continuing professional and personal development

Desirable Criteria

- Knowledge or understanding of the mental health landscape
- Previous experience of using Microsoft Dynamics 365
- Understanding of the NFP sector and fundraising functions
- Understanding of databases and modern data warehouses
- Understanding of APIs and automation of data quality rules and seamless systems integration
- Experience of running, or being an integral part of, an organisational wide CRM implementation project