



Role Description

Role title: CRM Database Manager

Date written: 11/1/2019

Accountable to: Head of Marketing and Fundraising

Role summary:

The CRM and Data Manager is responsible for the ongoing implementation, management and development of the CRM in conjunction with the Supporter Relations and Fundraising teams; this includes overseeing the collection, maintenance and analysis of data to support the delivery of the MAF UK's reports and strategic initiatives.

The post holder with these teams will be responsible for ensuring that the most efficient and effective methods of recording, organising, and implementing data, are employed within MAF UK, and that CRM system and information assets are fully supportive of business processes and all future innovation strategies and initiatives.

Working alongside both technical and non-technical staff, the post holder will also be responsible for the promotion of CRM enhancements and solutions relating to organisation wide data management and must be adept at communicating to a variety of stakeholders in a jargon free, non-technical way.

The overall objective of this role will be to ensure that the full CRM functionality is being maximised, and that data collected and analysed adds maximum value to MAF UK to facilitate the successful delivery of the organisational strategy, data processing and regulation compliance.

Key Responsibilities:

Implementation of new CRM

- Work with the existing MAF UK team as we implement the new CRM, including solutions or the integration of disparate data sources/ICT systems if required.
- Create a team of super users, overseeing their input in to the CRM use.
- Support the training and development of all CRM users.
- Develop and maintain a new data structure and protocols for maximising the CRM functionality and data integrity.

Development and management of the CRM

- Develop and maintain a comprehensive knowledge and understanding of existing data models and data content held by MAF UK.
- Ensure that MAF UK's CRM and data are both aligned to, and fully supportive of, internal business processes, strategies, innovation initiatives throughout the charity.
- Assist users in identifying and evaluating possible enhancements to MAF UK's database.
- As appropriate and agreed with SLT, lead any in-house database development reviews including documentation for all database changes or refinements.
- Work with other staff and external suppliers in planning and implementing related web/database application integration needs, if required.

- Coordinate resources, including external providers if necessary, in database creation and updating processes, such as data cleansing and de-duplication.
- Act as a trouble shooter to resolve any day to day issues with CRM using super users to support this when required.
- Assist in the design of any internal training for users of CRM and other business applications where necessary.
- Ensure Staff training levels are maintained to ensure the quality and consistency of work.
- Oversee ongoing data regulation compliance, security, information management and best practice; building on existing practices and facilitating and promoting good data management practices within the organisation.
- Assist the SLT in the definition of high-level requirements and specifications of new business processes or CRM/software improvements

Collection, maintenance and analysis of data

- Ensure that all information collected, utilised, and disseminated by MAF UK is done according to all legislative and regulatory requirements (e.g. EU General Data Protection Regulation; Data Protection Act 2018).
- Contribute to the design of data collection, criteria and maintenance aspects of new projects ensuring that data collected is adequate, of good quality, and matches what was sought.
- Help explain complex data processes and protocol to staff and volunteers in a way that can be understood across the organisation and with the purpose of providing clarity.
- Working with the Data Analyst, oversee the creation of complex query definitions that allow data to be extracted to formulate and develop reports and queries, supporting the work undertaken across the organization.
- Support the proactive seeking of opportunities for using data as a tool to directly enhance service delivery and products.

Additional tasks and duties

General – such other tasks as may reasonably be allocated from time to time by the MAF Senior Leadership Team and/or the Head of Fundraising.

Dimension and Limits of Authority:

- Responsible for annual planning in accordance with the MAF UK strategic plan.
- Expenditure up to agreed budget.
- Responsible for managing the matrix team and conducting regular 'Catch Ups' with matrix team members according to MAF standards and practice.
- Decision making within agreed parameters.
- Responsible for adherence to legislation and good practice principles in all areas of responsibility.

Tasks common to all Team Leaders:

1. Role modelling of organisational values and beliefs - to contribute to the shared spiritual life of the MAF UK team as a unique Christian charity. This will include encouragement of team members to attend, participate and lead in times of Biblical reflection and regular corporate prayer meetings.
2. To lead and manage team members to ensure objectives are met through support, performance management and development.
3. To participate in planning in accordance with the MAF UK strategic plan and as outworked through matrix programme and project teams.
4. To support team members to participate in matrix programme and project teams, contributing skills and expertise to required timescales from the appropriate programme leader.
5. To keep line manager informed of all relevant and timely information.
6. At all times comply with statutory requirements for handling personal and sensitive data in a confidential manner and ensure that good personal data handling practices are developed, reviewed and encouraged
7. To manage own priorities, workload and development.
8. To abide at all times by the Safeguarding and Conduct Policies, and all other MAF UK policies provided on the Intranet.

Christian values, beliefs and ethos of MAF UK:

As a Christian mission, MAF UK is seeking those who share in the evangelical Christian values and beliefs of the organisation, as described in the mission, purpose, values and beliefs statements. All staff will be required to support and actively demonstrate the Christian values of the organisation and to take part in organisation activities such as staff meetings, prayer meetings, and away days.

CRM and Data Manager		
	Essential	Desirable
Education/Qualifications	<ul style="list-style-type: none"> • Educated to A-level or equivalent with relevant experience as noted below • Suitable driver's licence to enable driving for MAF purposes where required 	<ul style="list-style-type: none"> • Role linked degree
Experience	<ul style="list-style-type: none"> • Experience of using Microsoft applications, including Dynamics CRM • Experience in the implementation and development of a new CRM within an organisation, including training and supporting users • Experience in implementing regulation compliance protocols and procedures, including extensive knowledge of the EU General Data Protection Regulation; Data Protection Act 2018 • Significant experience of modelling data • Significant relevant experience of writing queries to extract data, presenting data in helpful ways 	<ul style="list-style-type: none"> • Experience of working in a Christian organisation or charity environment • Experience of work with M-Hance NFP 360 • Experience of analysing data and presenting complex results in a way that can be understood by non-technical staff and volunteers.
Skills/Abilities	<ul style="list-style-type: none"> • Ability to work as part of a team to achieve identified objectives, and to work independently as required • Excellent understanding of relevant concepts in information governance (e.g. Data Protection Act 2018, EU General Data Protection Regulation, best practice in ICT security). • Solid understanding of data modelling and data analysis • Ability to investigate, understand and resolve data issues • Ability to lead and motivate others • Ability to build a positive, committed atmosphere among teams, to form good relationships with people across the organisation, influencing and negotiating as appropriate 	<ul style="list-style-type: none"> • Excellent SQL skills • Ability to write clear and concise reports which can be readily understood by non-technical users. • Ability to translate business needs into appropriate data solutions.
Personal Qualities	<ul style="list-style-type: none"> • Committed and mature evangelical Christian, able to demonstrate understanding and acceptance of the Statement of Faith and willing to proactively take part in MAF events and meetings e.g. prayer meetings, away days etc. Able to describe these beliefs and values to others so as to represent MAF as a Christian mission organisation • Emotional resourcefulness • Flexibility towards others and circumstances • Service orientation 	



Brief summary of Terms and Conditions

Job Title: CRM Database Manager

Location: MAF UK, 1st Floor Castle House, Castle Hill Avenue, Folkestone, Kent, CT20 2TN

For external supporters the office is open from 09:00 to 17:00 including Friday when cover should be provided by the relevant teams.

Terms:

- At least 36 hours with 1 hour for lunch daily unpaid per week. Hours should be agreed with line manager.
- Flexibility will be required for working additional hours and travel including potential overnight stays to meet business needs or for travel or meetings etc. on weekends.
- Annual leave entitlement of 22 days per year plus the Christmas/New Year office closure and 8 paid public holidays per year.
- Non-contributory pension scheme (10%) salary on joining.
- Job holder will need to retain suitable driving licence to enable driving to some locations for MAF work

Probationary and notice period

- 6-month probation period with an interim review point
- Notice period is 3 months

Salary

- Set through job evaluation process