



CRM & SYSTEMS LEAD

Application Pack

BE THE TRAILBLAZER
ACTIVATE CHANGE
STRENGTHEN LIVES
BUILD COMMUNITIES
EMBRACE THE CHALLENGES
BE THE HELPING HAND
FAITH TAKING ACTION
PURPOSEFUL ACTION
REAL PEOPLE
REAL FAITH
RISK TAKERS

CRM AND SYSTEMS LEAD

The CRM and Systems Lead plays a key role in supporting Church Army's adoption and effective use of Microsoft Dynamics 365. Based within the Engagement Team (Fundraising and Communications), the role also supports Finance and Community teams, ensuring consistent, confident use of the system across the organisation as we transition from Raiser's Edge.

The postholder will take day-to-day ownership of the CRM, acting as the 'go-to' expert for users, maintaining high-quality supporter data, and ensuring data is managed in line with best practice and data protection principles. They will support and train colleagues, building engagement and buy-in to the system, and embedding effective, consistent use across teams. They will also maximise the potential of Dynamics 365 and the accompanying digital marketing platform, Customer Insights, to create accurate supporter segments for effective mail and email campaigns.

Working closely with internal stakeholders and external technology partners, the role will identify system improvements, prioritise development needs, and provide solution-focused support. They will build strong relationships across the organisation, understanding user needs, encouraging adoption, and create and deliver reports and dashboards as well as develop targeted data segments, to support effective communication with supporters, inform decision-making, and drive income growth.

The successful candidate will combine strong technical expertise with confident communication skills, able to translate complex concepts into clear guidance and engaging training. They will build trust and credibility with stakeholders across the organisation and with external partners, and be confident contributing to discussions, including where constructive challenge or push-back is required. They will be collaborative, proactive, and able to balance strategic thinking with attention to detail, contributing to a culture of engagement and continuous improvement. A commitment to Church Army's mission is essential. They will have a strong understanding of Church Army's mission to bring people to a living faith in Jesus. It is an evolving role, offering the opportunity to shape how Dynamics 365 is used across the organisation while being part of a supportive, faith-filled community.

Everything we do is rooted in our vision & values, and the work of Church Army is guided by our Christian faith and belief for everyone everywhere to encounter God's love.

This is a Sheffield-based hybrid role, with up to 40% home working, offering flexibility while supporting collaboration and connection across teams.

Jennifer Mears
Fundraising Operations Manager

JOB DESCRIPTION

Job Title:	CRM and Systems Lead
Responsible To:	Fundraising Operations Manager
Relating To	The Engagement Team with strong links to the Finance and Community Departments.
Purpose:	The purpose of this role is to lead the effective day-to-day management and embedding of Church Army's CRM system, ensuring high-quality data, successful adoption and confident system use across the organisation. They will be an 'expert' on the system including reporting. The role enables Church Army to use Dynamics 365 effectively and the Engagement Team to access accurate data to make informed decisions, improve supporter journeys, and grow income.
Objectives:	<ol style="list-style-type: none"> 1. Lead the day-to-day management of Church Army's CRM system (Microsoft Dynamics). 2. Successfully embed the new CRM into Church Army including Customer Insights. 3. Act as the main point of contact regarding the CRM with internal stakeholders (Finance, Engagement, Community), and external CRM and Tech Partners. 4. Provide accurate, reliable data and develop effective reporting frameworks to support fundraising activity, performance monitoring, and data-driven decision-making. 5. To contribute actively and creatively to the work and development of the Engagement Team. 6. Be an active participant in the life of the Mission Support Team.

KEY RESPONSIBILITIES AND TASKS:

- 1. Lead the day-to-day management of Church Army's CRM System.**
 - 1.1 Maintain high standards of supporter data quality and accuracy.
 - 1.2 Provide data to help evaluate success of initiatives and improve supporter journeys.
 - 1.3 Respond to CRM-related queries and provide ongoing system support.
 - 1.4 Identify training gaps and common data accuracy issues and provide targeted upskilling to improve effective and consistent use of the system.
 - 1.5 Ensure CRM data is managed in line with data protection and organisational policies.

- 2. Successfully embed the new CRM into Church Army.**
 - 2.1 Act as the CRM expert (both Dynamics 365 and the accompanying digital Marketing tool, Customer Insights) and be the first point of contact for the Engagement Team, Finance Team and Community Team.
 - 2.2 Support colleagues following the transition from Raiser's Edge to Microsoft Dynamics, helping embed effective and consistent system use.
 - 2.3 Share learning, best practice, and insight across the organisation in an engaging and clear way.
- 3. Act as the main point of contact with internal stakeholders (Finance, Engagement and Community) and external CRM and Tech Partners.**
 - 3.1 Work with the Fundraising Operations Manager to identify, scope and support future CRM development and improvements.
 - 3.2 Maintain good working relationships with all third parties through excellent communication and regular contact.
 - 3.3 Report any bugs or issues so these can be quickly resolved. Find quick resolutions to any issues that may arise.
 - 3.4 Work with stakeholders to understand needs, challenge where appropriate, and prioritise system developments effectively.
- 4. Provide accurate, reliable data and develop effective reporting frameworks to support fundraising activity, performance monitoring, and data-driven decision-making.**
 - 4.1 To work with stakeholders to understand reporting needs and provide accurate reports that meet those needs.
 - 4.2 Produce regular and ad-hoc reports, dashboards and run data queries to support decision making across the Engagement Team.
 - 4.3 Develop and maintain reporting that enables teams to monitor key fundraising KPIs, clearly presenting trends and patterns over time.
 - 4.4 Present data in a clear and structured way to support colleagues in interpreting performance and making informed decisions.
 - 4.5 To create clear and accurate data segments to support effective mail and email campaigns.
- 5. To contribute actively and creatively to the work and development of the Engagement Team.**
 - 5.1 To be active as a member of the Engagement Team demonstrating and encouraging participation in team meetings and in the overall objectives and life of the team.
 - 5.2 To proactively contribute new ideas for developing the work of the Engagement team.
 - 5.3 Collaborate with colleagues on cross-team initiatives.

6. To be an active participant in the life of the Mission Support Team

6.1 Be an active member of the Mission Support Team, sharing in the life, objectives, and shared practices of the team.

6.2 Attend and take part in regular Mission Support Team gatherings.

6.3 Whilst working at our Pennine 5 Offices, share in the general responsibilities of all staff with regard to welcoming visitors, dealing with post, handling phone calls, and enquiries as required.

General:

- To undertake any such duties as are commensurate with the post at the direction of the line manager or their senior.
- To be an active member of the Engagement team, participating in regular team meetings, meetings with members of the team as need arises, and in the overall objectives and life of the team;
- To attend an annual appraisal and regular one to ones with the line manager;
- To undertake any training as required for the role as identified in an appraisal or supervision;
- To adhere to Church Army's contractual and non-contractual policies at all times. These are as outlined in the Staff Handbook and on Church Army's intranet document library;
- To act in the best interest of Church Army at all times.

PERSON SPECIFICATION

The following sets out what we are looking for in the post holder. As you apply for the post and submit your application, please make sure you evidence with good clear examples how you meet the criteria below.

Essential	Desirable
Experience	
Experience of working with a CRM system and managing data	Experience in the charity sector, including working with supporter data.
Experience of building and running reports and dashboards	Experience using Microsoft Dynamics 365.
Experience supporting the day-to-day use of a CRM, including data quality and system processes.	Experience using Power BI.
Experience supporting or training users in systems or processes.	Experience working with external suppliers or technology partners.
Experience of working collaboratively within a team and across functions.	Experience delivering formal/team training sessions to support colleague development.

	Experience of supporting CRM development, configuration or continuous improvement.
Knowledge and understanding	
Ability to act as a first point of contact for CRM queries and system support.	Confidence supporting organisation-wide system adoption and change.
Understanding of the importance of data accuracy, consistency and good data management practices.	Understanding of how CRM can be developed and improved to meet organisational needs.
Confidence working with stakeholders to understand needs and deliver relevant data.	
Ability to learn new systems quickly to an expert level and support others in using them effectively.	
Understanding of Christian Church and culture to support use of Customer Insights and segmentation of data on a predominantly Christian database.	
Skills, abilities and attributes	
Strong communication skills, with the ability to engage confidently with internal stakeholders and external technology partners, present information clearly, and challenge appropriately where needed.	
Ability to explain technical concepts in an accessible and engaging way, both verbally and in writing.	
Clear and analytical thinking, with a creative and innovative approach to problem-solving. A proactive, solution-focused approach to work.	
Ability to manage and take responsibility for own workloads, handle multiple priorities and meet deadlines.	
An understanding of the Christian church and its culture, and the ability to apply this in building relationships and communicating effectively.	

TERMS AND CONDITIONS

Location	Sheffield. We currently offer a 60/40 home/office across a month. ¹
Salary	£37,924 per annum (FTE, pro-rata for a part-time role)
Hours	30-37.5 hours per week (0.8-1 FTE)
Pension	Church Army is an auto enrolment employer. If you are eligible for pension contributions, you will be enrolled into a qualifying scheme and minimum pension contributions will be made by the employer.
Annual Leave	25 days plus bank holidays (pro-rated for part time.) Some days are compulsory leave over Christmas when the office is closed.
Contract Type	Open-Ended, Permanent
Notice Period	3 months (after probation period)
Probation Period	6 Months
DBS Requirement	<p>A DBS check is not required for this post. However, all staff are expected to read and comply with Church Army's Safer Ministry Policy.</p> <p>Everyone in Church Army whether a staff member, volunteer, Evangelist, Evangelist in Training is responsible for making sure that Church Army has a safe and healthy safeguarding culture. We are committed to protecting the vulnerable and ensuring the highest possible safeguarding standards. We expect everyone in Church Army to be familiar and comply with our Safer Ministry Policy, undergo any safer recruitment processes, and report any concerns or behaviours they don't think are right to a member of the safeguarding team: safeguarding@churcharmy.org, or someone they trust.</p>
Occupational Requirement	Due to the responsibilities of the role there is an occupational requirement under the Equality Act 2010 that the post holder has an active faith in Jesus, demonstrated by an involvement in a local church and agreement with the vision and values of Church Army.

¹ We can consider more flexible working options for the right candidate.

Staff Benefits

- Access to Unum Help@Hand (EAP) including their Benefit Hub
- Access to Cycle to Work scheme
- Free Mortgage Advice
- Group Life Insurance (Death in Service Benefit)
- Specsavers Eye Test Vouchers
- Flu Vaccines, when appropriate

Training Opportunities

At Church Army, we believe ongoing learning is an important part of doing your role well, and we encourage everyone to keep developing their skills over time. You'll have regular 1-2-1s with your line manager, opportunity to set developmental objectives with your line manager, access to support when you need it, and the chance to take part in learning & development where it's relevant to your role. You'll also benefit from being part of a supportive team within a national charity.

Safeguarding in Recruitment

Our responsibility to protect and safeguard those who are vulnerable is of paramount importance to who we are (values) and what we do (vision). We will do all that we can to make sure that we recruit safely and fairly, and we will appropriately train those in positions of trust. That means safe recruitment, supervision and training for all those who work with children, young people and vulnerable adults, and thorough provisions to ensure the safety of our activities. We believe following safer recruitment practices is a key part of keeping people safe. This goes beyond ensuring people have police checks. We follow the Church of England Safer Recruitment and People Management Guidance in the recruitment processes of those joining Church Army in paid or volunteer positions.

WHAT MAKES US CHURCH ARMY

Our Vision

For everyone everywhere to encounter God's love and be empowered to transform their communities through faith shared in words and action.

Our Values



Everything we do is underpinned by our GRACEUP values:

Generous - We believe God is generous and we want to model that generosity to others.



Risk-taking - We have a long heritage as a pioneering movement, taking calculated risks and giving our staff permission to try new things.



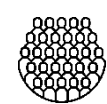
Accountable - We are accountable to God and others, and we want to be reliable and responsible to high professional standards.



Collaborative - We are committed to partnering with others who share our values; we believe collaboration enhances the potential and outcomes of our work.



Expectant - We are hopeful, expecting God to do new things through our frontline work and the Church Army community.



Unconditional - We believe God loves everyone and every person is significant in His eyes. We serve anyone regardless of their age, gender, race, sexuality, faith, ability, status or circumstances.



Prayerful - We listen to God through prayer, and we want to be obedient to Him. We want to be like Jesus in all we do.

Working with Us

We aspire to see our teams reflect the communities they serve, and to have a diversity of people and views reflected across our organisation. We are a Christian charity working with people of all faiths and none. We ask that our team to respect and be sympathetic to our history, work, vision and values.

We welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are an equal opportunities employer, and we do not discriminate on the basis of any characteristic, including those protected by the Equality Act.

APPLICATION PROCESS

If you would like you to find out any more about the role, please contact our Fundraising & Operations Manager, Jenny Mears, at jennifer.mears@churcharmy.org

To apply, please submit a **Church Army Faith Based Application Form** which is attached to the advert for this role.

Closing Date: Friday 29th May 2026

Interview date: W/C 8th June 2026

What to expect from our Recruitment Process:

- Email your completed application form on our website, **in word format**, to recruitment@churcharmy.org
- One of our team will acknowledge your application
- Applications are shortlisted against the person specification
- You will be contacted as to whether you have been invited to interview

Anonymised Recruitment

- We ensure that everyone is treated equally and fairly, and recruitment decisions are based solely on job-related criteria. We operate an anonymised process where personal details including your name, age, ethnicity, religion, gender, and contact details are not shared with the hiring manager. Once you are invited to interview the hiring manager can see basic details such as your name and contact details.

Offers of employment are made subject to:

- Evidence of your eligibility to work in the UK
- Successful completion of a probationary period
- Two satisfactory references

References are usually only requested once an offer has been made. We will ask for your permission before seeking any references.

For more information about Church Army please visit: www.churcharmy.org