

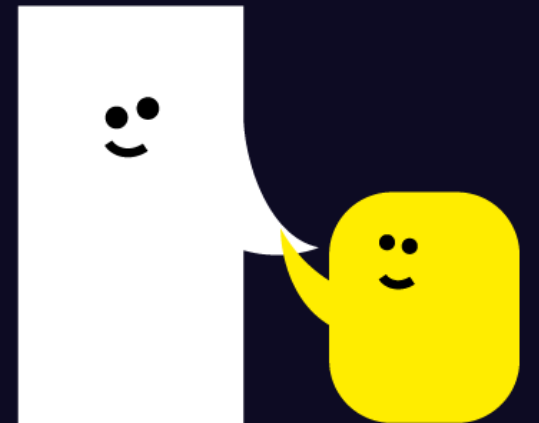
CRM Manager

speechandlanguage.org.uk

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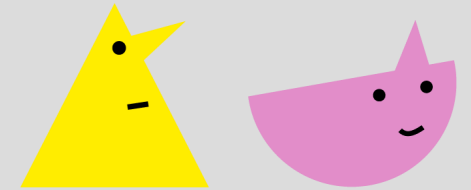
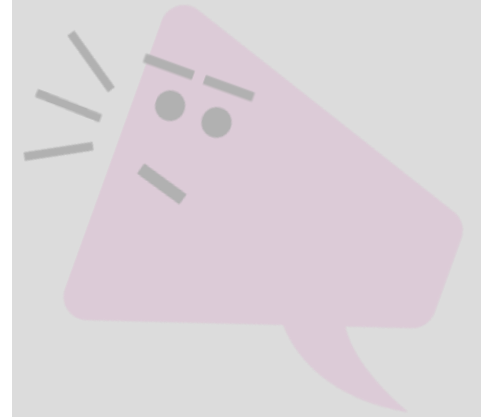
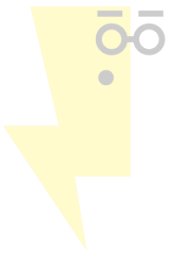
**Speech and
Language UK** 
Changing young lives.



Welcome

We believe every child deserves to face the future with confidence, equipped with the vital skills to express themselves and be understood. Right now, in the UK, 2 million children face significant challenges with talking and understanding words. Without timely support, these obstacles can drastically limit their potential, their education, and their mental health. This is where together we can step in — we empower children and young people by providing practical, innovative programmes, essential guidance for families, and advocating strongly for change at the highest levels of government.

We are looking for an experience CRM Manager, who will own our CRM platform end to end. You will set the strategy and manage the roadmap, and make sure the data is accurate, compliant and useful. Working with fundraising, marketing and service delivery teams, you'll enable insight-led campaigns and great supporter experiences.



**Speech and
Language UK** 
Changing young lives.

Our brand

We are Speech and Language UK – we want every child to face the future with confidence. For 2 million children in the UK, learning to talk and understand words feels like an impossible hurdle.

So we give children and young people the skills they need so they aren't left behind, waiting to be Welcome to Speech and Language UK understood.



Our vision, mission and charitable cause

Our vision

Every child who is facing challenges with talking and understanding words can look to the future with confidence.

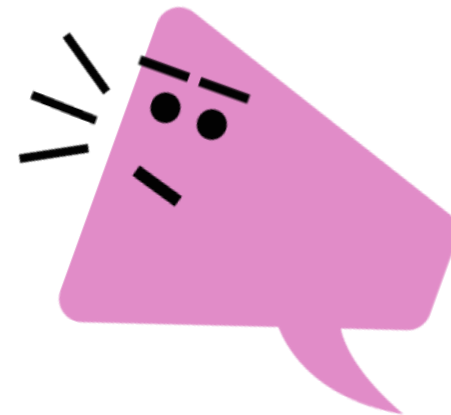
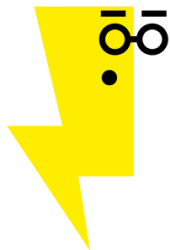
Our mission

We give children and young people the skills they need so they aren't left behind, waiting to be understood.

We do this by creating tools for schools and nurseries, giving advice and guidance to families and putting pressure on politicians.

Our charitable cause

For 2 million children in the UK, learning to talk and understand words feels like an impossible hurdle. Without the right help this can destroy their world.



What does Speech and Language UK do?



Design innovative programmes

Our Talk Boost series is proven to help children who face challenges talking and understanding words catch up with their peers.



Advice and guidance for families

Our family support services include our free enquiry line, webinars, progress checker and assessment centres.



Provide training

We support educators to identify and help children who have challenges talking and understanding words.



Push for policy change

Over the last two years we launched two reports and have called for direct action from Government to make speech, language and communication skills a priority.



Run two special schools

We run two schools which specialise in a speech and language-centred curriculum: Meath in Surrey and Dawn House in Nottinghamshire.

Our organisational values

Speech and
Language UK



We are brave

Too many children are struggling with talking and understanding words – we have a duty **to be brave in creating new solutions and speaking out** to change their futures.

We are kind

Every child and family we work with and everyone who works here has unique circumstances – showing kindness and empathy to each other **allows us to help and understand each other better.**

We are curious

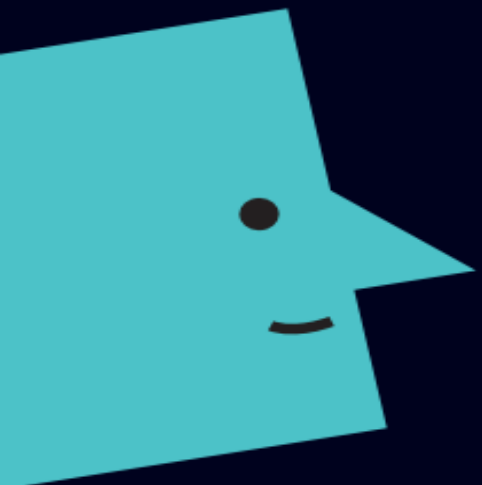
Being curious about what works **to change children's futures and make our charity work better** will mean we can change more young lives sooner.

We are practical

We create practical solutions that can **change children's futures in the real world today** – because children shouldn't have to wait for change.

We are collaborative

So many children's futures are at risk, no one organisation or one team can make enough of a difference alone – **we have to collaborate and work together.**



Our Aims

**Aim
1**

Make speech and language central to more schools' and nurseries' everyday practice across the UK by:

- Investing in our existing tools and training like *Early Talk Boost*, *What Works* and *Early Talk*.
- Training teachers and early years staff to use positive speech and language practices every day.
- Launching an online speech and language learning platform.
- Working with partners to create a new screening tool for schools to use.

**Aim
2**

Make our two schools leading examples for speech and language practice by:

- Improving the learning, mental health and independence of our students.
- Upgrading facilities to match our high-quality education and therapy standards.
- Helping other schools by sharing successful approaches from our schools.
- Maintaining the high quality of our education and residential services.

**Aim
3**

Make sure all families know about speech and language development by:

- Making our information easier to find and use, including for non-English speakers so that we can reach even more than the 30,000 families who use our website every month.
- Collaborating with new publishers and content providers to reach more families.
- Providing more advice for parents before the birth of their children.
- Creating new tailored advice for young people and expanding outreach.

**Aim
4**

Make sure speech and language is at the forefront of the political agenda by:

- Advocating more powerfully for the impact of lack of support for speech and language challenges.
- Sharing stories of affected families, showing the impact on children's education and mental health.
- Influencing policies through our expertise, parliamentary engagement, and media reach.
- Building a much bigger community of families and young people.

**Aim
5**

Make sure our culture, infrastructure, and funding model is fit for the future by:

- Enhancing collaboration between our schools and other staff members.
- Developing diversity and anti-racism initiatives and an independent governance review.
- Improving technology and diversifying funding sources for long-term sustainability.

We demand a country in which every child with challenges in talking and understanding words has the skills they need to face the future with confidence.

Together we can achieve it.

Benefits

Pension

Pension scheme with Aviva. Employer contribution 4.5%, minimum employee contribution 3%. This is offered as a salary exchange arrangement.

Perkbox

Employee benefits and celebration platform providing thousands of exclusive perks ranging from discounts on shopping, entertainment and gifts, to gym membership, rewards, confidential employee assistance programme and wellbeing resources.

Health

Free annual flu vaccination

Access to GP 24/7 service

Employee Loans

Interest free loans for purchasing a season ticket or bike. Eligible employees are also entitled to apply for a financial hardship loan or welfare loan.

Payroll Giving

By joining the payroll giving scheme, you can donate to your chosen charity directly from your pay before tax is deducted.

Special Leave Policy

We recognise the need for individuals to take time away from work in certain special circumstances.

Holiday

28 days annual leave per annum (plus bank holidays), rising to 30 days after five years continuous service.

Eye Test Policy

All staff that use Display Screen Equipment (DSE) on a regular basis as part of their normal work are eligible to apply for reimbursement of the cost of an eye test and special corrective appliances needed specifically for DSE use only.

Flexible working

We are committed to considering all requests for flexible working.

Life Assurance

Life cover for 4 x annual salary. Members of Teachers Pension have life insurance cover as part of that scheme.

JOB DESCRIPTION

CRM Manager

Job title: CRM Manager

Reports to: Digital Lead

Location: Hybrid, London or Home-based

Job purpose:

To lead and manage the charity's Customer Relationship Management (CRM) system, ensuring it supports fundraising, marketing, service delivery, and compliance. The CRM Manager will own the platform roadmap, data governance, integrations, and user adoption, enabling teams to deliver insight driven campaigns and excellent supporter experiences.

Key objectives:

- Own and develop the CRM strategy to align with organisational goals, ensuring effective roadmap planning, system optimisation and best-practice data standards.
- Enable fundraising, marketing and insight-led decision making by delivering accurate segmentation, campaign tracking, dashboards, reporting and actionable insights for teams and senior leadership.
- Administer and optimise the CRM and integrations, overseeing system configuration, integrations with fundraising, marketing and finance platforms, vendor management and ongoing system improvements.
- Ensure robust data governance, compliance and safeguarding, maintaining data quality, GDPR/PECR adherence, security, access controls and protection of sensitive and children's data.
- Drive CRM adoption and organisational collaboration through training, documentation, continuous improvement, cross-team support, and active promotion of organisational values, policies and ways of working.

Principle duties and responsibilities:

1. CRM strategy and ownership

- Develop and maintain the CRM strategy aligned to organisational goals.
- Manage the CRM roadmap, prioritising enhancements and integrations.
- Act as the subject matter expert for CRM best practice and data standards.

2. Data governance and compliance

- Ensure data quality, integrity, and security across the CRM.
- Support GDPR and PECR compliance processes, including consent management and data retention.
- Maintain documentation, policies, and user access controls.

3. System administration and integrations

- Configure and administer the CRM (e.g. Dynamics 365, Salesforce, or equivalent).
- Manage integrations with fundraising platforms, marketing automation tools, and finance systems.
- Oversee troubleshooting, upgrades, and vendor relationships.

4. Fundraising and marketing support

- Enable segmentation, selections, and campaign reporting.
- Support teams with data-driven insights for appeals, events, and supporter journeys.
- Ensure accurate tracking of supporter interactions and preferences.

5. Reporting and insight

- Develop dashboards and reports for fundraising performance, supporter engagement, and KPIs.
- Provide actionable insights to senior leadership and contribute to forecasting.

6. Training and adoption

- Deliver training and guidance for CRM users across departments.
- Create user manuals and self-service resources.
- Promote best practice and continuous improvement.

7. Risk and safeguarding

- Ensure compliance with safeguarding standards when handling children's or sensitive data.
- Identify and mitigate risks related to data privacy and system security.

8. Organisational responsibilities

- Cover for your colleagues, as and when required, where needed.
- Promote collaborative working relationships and effective communication.
- Promote Speech and Language UK's mission, vision and values in all aspects of your work.
- Abide by all Speech and Language UK policies and procedures.
- Attend and contribute to appropriate staff meetings and training.
- Adhere to all relevant health and safety protocols as they apply in the course of the work.
- Ensure that all policies and procedures relating to the protection of children and vulnerable adults in any services visited or worked within are always followed.
- Avoid any behaviour that discriminates against your fellow colleagues or potential employees.
- Always safeguard confidentiality of information relating to children, staff and the partners' work.

Speech and Language UK is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

This list of responsibilities is not exhaustive, and the postholder may be required to undertake other relevant and appropriate duties as reasonably required. This job description is subject to regular review and appropriate modification.

Person specification - CRM Manager

Criteria	Essential	Desirable
Experience	- Hands-on CRM management experience in a charity or non-profit setting. - Strong knowledge of GDPR and data protection principles. - Experience with integrations between CRM, fundraising, and marketing platforms. - Proven ability to deliver data-driven insights and campaign support.	
Skills and knowledge	- Strong project management and organisational skills. - Proficient in Dynamics 365. - Familiarity with data tools (Power BI, SQL) and automation workflows. - Understanding of APIs and data migration processes. - Knowledge of fundraising regulations, GDPR and Gift Aid.	- CRM platform certifications - Data protection training
Other factors	- Collaborative, flexible and proactive approach. - Willingness to learn and contribute ideas for innovation. - Committed to and enthusiastic about the vision, mission, strategic aims and values of Speech and Language UK. - Committed to safeguarding and promoting the welfare of children and young people.	Lived experience of speech and language challenges.

How to Apply

Please submit **your CV and a supporting statement** of no more than **two** pages, addressing how you meet the criteria outlined in our candidate pack and why you want to join the cause: jobs@speechandlanguage.org.uk.

Deadline for application: Wednesday, 4 November 2026 at 5pm

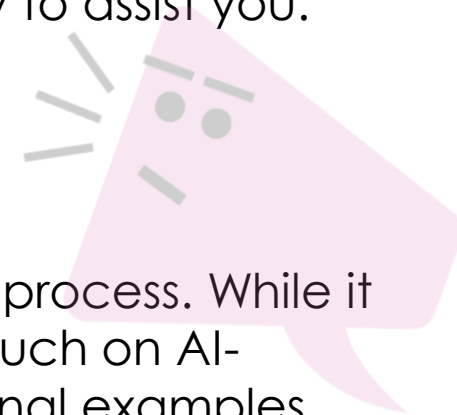
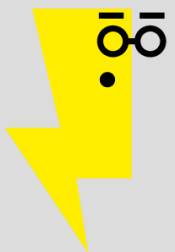
Accessibility Support:

We are committed to ensuring that our recruitment process is accessible to everyone. If you require any adjustments or need to apply in a different format, please contact our People Team at hr@speechandlanguage.org.uk and we will be happy to assist you.

We are a [Disability Confident Committed Employer](#).

Note on AI use:

Artificial Intelligence (AI) is becoming a regular part of the application process. While it can be helpful for research, we've noticed some applicants rely too much on AI-generated answers. This often leads to weak responses that lack personal examples and important soft skills like communication and teamwork. As a result, these applicants are usually less successful. To ensure fairness, we ask that all candidates use their own words and real-life experiences as this makes the process more transparent and avoids the risks of AI-generated responses.



Thank you

[Speechandlanguage.org.uk](https://speechandlanguage.org.uk)

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