

# Role Profile: CRM Officer



## About you

A highly skilled database professional who wants to join a vibrant and dynamic team that is passionate about making the UK the best place to live for people with a learning disability.

## What you will do

Working as part of the Fundraising Operations (FrOps) team, this role will be responsible for providing the highest level of service to all Fundraising database users across Mencap. This varied and important role will include maintaining, collating and distributing data by importing and exporting data in accordance with FrOps SLAs and KPIs (Key Performance Indicator).

As CRM Officer you will combine strong technical and analytical skills with excellent communication skills ensuring that data is always accurate and presented in an accessible format for audience needs and meets GDPR regulation and all fundraising regulatory compliance.

## What you will bring

- Strong attention to detail
- Excellent communication and interpersonal skills
- Ability to juggle priorities and work to deadlines
- Outstanding numerical and data skills
- Proficiency in MS Office applications
- Good understanding of GDPR

## Your experience

- Contact database applications and charity systems
- Gift Aid and Direct Debit rules and regulations
- Importing and exporting data
- Supporting with data selections
- Knowledge of fundraising regulatory requirements, including: GDPR and DPA, Fundraising Regulator, PCI & ICO

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## About the Role

**Contract: Full-time.**

**Hours: 37.5**  
Monday-Friday.

## Key Responsibilities

- Support the Senior CRM Officer during the data selection process to ensure agreed deadlines are met.
- Undertake regular housekeeping processes for business purposes, including de-duping records and data quality
- Support the Senior CRM Officer ensuring systems and processes are GDPR compliant.
- Ensure income data is processed for month-end accurately ensuring correct finance codes are utilised.
- Liaise with the Finance team during month-end and year-end processing.
- Work with the Supporter Care and Fundraising teams to ensure that income can be correctly coded with minimal unallocated income requiring code amendments.
- Import third party data, ensuring this is completed to a high standard and within agreed SLA.
- Contribute towards reviewing processes, recommending improvements and documenting process and user notes
- Assist in the diagnosis of database improvements and research solutions.
- Support with the dataflow between the database and other Mencap internal systems.
- Support with the creation of dashboard reports for Fundraising teams.
- Monitor user feedback to highlight and suggest areas for improvement.
- Keep up to date with sector changes and products that will enhance the data and collaboration with Senior CRM Officer and Fundraising Operations lead.
- Build strong stakeholder relationships to develop internal data processes
- Develop and share learning and proactively make recommendations to maximise Fundraising data requests and outcomes.



Join the team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.

## More information about the role

**Job Title:** CRM Officer

**Report to:** CRM Database Manager

**Line reports:** N/A

**Department:** Fundraising

**Location:** Centre of Engagement (London) with Home Working

This is a full-time permanent contract. On occasion the post holder may be required to travel across the UK and overnight stays may be required. Flexible approach to working hours/days – occasionally required to work weekends and attend evening events and meetings.

## What will Mencap give you

24 days annual leave + all UK Bank Holidays

Amazing benefits + pension

Full support in the role and training

Flexible working options

## How to apply

Please apply with your up-to-date CV and response to three questions (no more than 300 words per answer).

1. Why do you want to work for Mencap?
2. Tell us about a data import process you have been responsible to delivered and the steps you follow?
3. Based on your understanding of the role, what key skills would you bring that would make you be a brilliant CRM Officer at Mencap?



## Who you can expect to work with

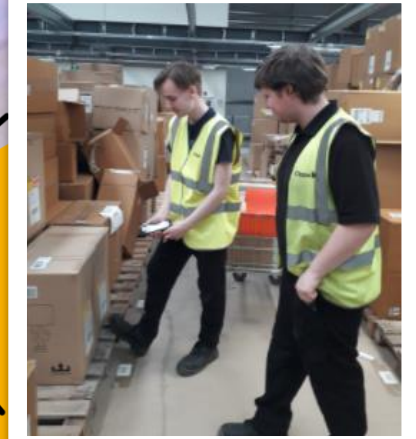
Colleagues with a learning disability

Fundraising Teams

Finance, L&D, and HR Business Partners

Data and Insight Teams

Other teams across Mencap



## Mencap's values and how they apply to this role

We are **Passionate** about making the world a better place

You will have a genuine passion for writing great cases for support.

We are **Inclusive** of everyone

You will advocate for inclusion, work collaboratively and be a positive role model for others.

We are **Brave** we challenge and try new things

You will use your role to write compelling narratives for social change which innovate and push boundaries.

We are **Positive** in our work and with each other

You will share stories about how our supporters are making a difference.

We are **Kind** to everyone

You will be kind, supportive and encouraging to everyone you interact with.