

Volunteer - CRM Ops & Email Marketing

About Lyme Resource Centre

The [Lyme Resource Centre](#) (LRC) is a charity with a mission to minimise risk of Lyme disease whilst enjoying the outdoors, by educating the public and healthcare professionals about ticks and Lyme disease.

The charity has grown significantly over the past couple of years, and is looking for volunteers to help the charity with its next phase of evolution. This is a great opportunity to play a defining role at an exciting stage of LRC's growth.

In 2025, the charity set-up a CRM system using [CiviPlus](#), a CRM system specific to the not-for-profit sector. We already have a technical volunteer who has helped with initial system configuration and can provide ongoing technical support.

We now need a volunteer to help operationalise the CRM system, to make sure it is used optimally to achieve LRC's goals.

Key Volunteer Responsibilities

- *Product leadership* - along with our technical CRM volunteer, 'own' the CRM system, applying a 'business' perspective to the use of CRM system to help LRC achieve its goals
- Lead the design, delivery of email communications, ultimately optimising workflows, journeys and alignment with stakeholder groups. Typical communications will include
 - Regular newsletter for key stakeholder groups (content provided by other team members*)
 - Other email communications to stakeholders (content provided by other team members*)
- Ensure the CRM stakeholder database is accurate, up to date
- Evolve, expand CRM system in line with charity needs, goals and CRM capabilities
- Build relevant data analysis and insight regarding CRM outputs
- Ensure activities meet data privacy requirements and provide associated expertise, guidance on GDPR
- Provide advice and guidance to embed best practice in email communications for continuous improvement.

Required Experience & Skills

- Significant previous experience of working with CRM systems, marketing automation platforms from a 'business' (rather than IT) perspective
- Significant previous experience of email communications / programmes, including segmentation
- Excellent understanding of email copy and content best practice
- Excellent understanding of accessibility and legal regulations for email marketing, including the Data Protection Act and UK GDPR
- Experience of data analysis, performance measurement and reporting
- Problem-solving and continuous improvement approach
- Ability to think strategically as well as practically deliver
- Experience of collaborative working remotely, within a diverse team
- Strong broad IT skills, and use of online communications and project management platforms

- Organisational skills, including ability to manage your time, balancing this work with other commitments.
- Strong written and verbal communication skills
- Professional, reliable, respectful manner
- Experience of health sector, knowledge of Lyme disease would be a bonus but not essential

Working Arrangements

- Remote - Zoom calls / meetings
- Occasional in person / team meetings (expenses covered)
- Flexible working days / hours, estimated 4-6 hours a week with some peaks & troughs
- Other expenses covered as needed (Trustee approval)
- Must be UK or Ireland based

Why join us?

- Play a vital role in minimising the impact of a growing public health problem
- Play a defining role in the growth of a charity that helps minimise health suffering
- Join a committed organisation at an exciting stage of evolution
- Join a great team of committed volunteers
- Flexible role that can fit around other commitments

(*Note - some content will be quite technical in nature, requiring the expertise of medical, scientific volunteers).