

CRM PRODUCT OWNER

Role Purpose	Own the operational performance of Blood Cancer UK's CRM system and the processes that flow data in and out of it. Ensure continuous improvement and prioritisation, leading the team to deliver against the workload to ensure systems and processes maximise support for the organisations objectives.
Pay Band	3
Office attendance / travel requirements	Regular travel to our London office will be required - typically once per month, or as the role demands.
Reports to	Products & Platforms Lead
Line management responsibilities	CRM Specialist CRM Officer Number of staff managed in total: 0-5
Key relationships	Internal contacts: IT and Digital teams to collaborate on integrations, testing and troubleshooting. Fundraising teams to provide accurate data and insight for engagement and campaigns and to ensure event and supporter data flows correctly into CRM. Finance team to coordinate reconciliations and ensure financial data accuracy. External contacts: CRM and data integration agencies to manage development and technical support. Data cleansing and validation suppliers to maintain data quality and compliance. Fundraising Regulator and compliance bodies to ensure alignment with data standards.
Financial Responsibility	This role does not have any financial responsibility

CONTEXT

The CRM Product Owner plays a key role within the Digital, Data & Innovation team, ensuring Blood Cancer UK's CRM and related integrations provide both a high functioning user interface, that enables other teams to deliver their operational goals, and produces high-quality, well-managed data that supports accurate reporting and confident decisions. The postholder owns the operational management and continuous improvement of the CRM (Microsoft Dynamics) and related data flows, working with colleagues across engagement, DDI, and finance to improve data quality, streamline processes and support effective decision-making.



This is a practical, hands-on role that combines technical expertise; operational planning and collaborative problem-solving. The postholder supports and develops team members, ensuring the CRM, data pipelines and analytical outputs meet the needs of a fast-moving, insight-driven organisation.

The digital, data and innovation team, is part of the organisational effectiveness directorate.

MAIN ACCOUNTABILITIES

1. Manage and optimise the CRM system (Microsoft Dynamics) so it meets organisational needs and supports accurate, efficient data use.
2. Oversee CRM integrations and data workflows with external partners and digital platforms to ensure data flows correctly and securely across systems.
3. Monitor and improve data quality by implementing hygiene routines, deduplication and compliance processes that ensure supporter data accuracy.
4. Collaborate with colleagues across Fundraising, Digital and Finance to ensure data processes enable effective campaigns, income tracking and supporter engagement.
5. Own the operational development and continuous improvement of the CRM, ensuring it supports reliable data, efficient processes and better supporter journeys.
6. Supervise staff and / or volunteers to ensure appropriate training and high performance.
7. Own the delivery of the team against established priorities and planned improvement targets
8. Contribute to horizon scanning and discovery of new systems that may improve our efficiency and effectiveness
9. Collaborate with colleagues to ensure business needs can be met with the technical requirements outlined in project plans
10. Supervise staff and / or volunteers to ensure appropriate training and high performance.

All employees at Blood Cancer UK promote the organisation's vision, mission and core values and are committed to actively promoting equality, diversity and inclusivity. This includes attending and assisting at Blood Cancer UK events and activities as required, including occasional evening and weekend work. We take a positive attitude to technology, insight and data, including an enthusiasm to use new technologies and ways of working to deliver objectives. All employees are expected to follow Blood Cancer UK's policies and procedures and do any reasonable thing required by their manager.



KNOWLEDGE, SKILLS & EXPERIENCE

Knowledge
Understanding of relational database structures and data mapping.
Skills
Strong proficiency in SQL and SSIS (Visual Studio) for data processing and automation.
Familiarity with PowerApps and PowerAutomate for CRM field and workflow updates.
Proven ability to improve data quality and streamline processes.
Excellent analytical and problem-solving skills with high attention to detail.
Strong organisational and interpersonal skills with the ability to manage multiple priorities.
Ability to prioritise workload based on impact and accurately schedule delivery
Experience
Significant experience managing and developing CRM systems, ideally Microsoft Dynamics.
Experience providing user support and training.

COMPETENCIES

Core Competency	Level required for role
Collaborative working	Practicing
Being innovative	Practicing
Being high performing and accountable	Practicing
Stakeholder and blood cancer community led	Practicing
Leadership skills	Practicing
Professional and technical expertise	Practicing