

CRM SPECIALIST

Role Purpose	Maintain and develop Blood Cancer UK's CRM to ensure high-quality, reliable, and compliant data that enables teams to deliver against the strategy. Create, manage and improve accurate and timely data flows, and create systems to monitor data quality.
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	CRM Product Owner
Line management responsibilities	This role does not have line management responsibilities.
Key relationships	<p>Internal contacts: ICT and Digital, Data and Innovation teams to collaborate on CRM integrations, systems development, and troubleshooting. Reporting and Analysis team to ensure accurate data and reporting structures. Fundraising, Supporter Relations, and Communications teams to support campaign data, selections, and segmentation. Finance team to support accurate reconciliation of fundraising and donor data.</p> <p>External contacts: Data cleansing agencies and technical suppliers to manage contracts and ensure compliance. Fundraising Regulator and data protection authorities to maintain standards and ensure regulatory compliance.</p>
Financial Responsibility	This role does not have any financial responsibility

CONTEXT

The CRM Specialist sits within the Product & Platforms function, part of the Digital, Data and Innovation team in the Organisational Effectiveness directorate. The team ensures that Blood Cancer UK's data and systems are secure, efficient, and support evidence-based decision-making across all directorates.

The postholder is responsible for maintaining data quality, coordinating imports and exports, improving CRM functionality, and providing technical support to colleagues. They work closely with teams across the organisation to ensure data processes and reporting enable the charity to build meaningful relationships and deliver impactful campaigns.



MAIN ACCOUNTABILITIES

1. Manage and configure the CRM system to ensure accuracy, consistency, and optimal functionality across teams.
2. Monitor and improve data quality by implementing regular integrity checks, duplicate resolution, and data hygiene processes.
3. Collaborate with teams across the organisation to resolve CRM issues, test improvements and share knowledge.
4. Analyse and resolve data-related problems through root cause analysis and process improvement.
5. Provide technical support and guidance to CRM users, building confidence and capability across the organisation.
6. Contribute to the continuous improvement of data management by identifying opportunities for automation, efficiency, and alignment with best practice, feeding recommendations to the Data & Insight Lead.
7. Coordinate data imports, exports and reconciliations using SQL, SSIS, or any replacement tools where necessary, to maintain accurate records and reporting integrity.
8. Maintain documentation and governance for CRM and data processes to ensure consistency, transparency and knowledge sharing.
9. Deliver on project tasks that result in the operational development and continuous improvement of the CRM, ensuring it supports reliable data, efficient processes and better supporter journeys.

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 data protection, GDPR, and data governance principles.
Skills
Proficiency in SQL and strong analytical and problem-solving skills.
Excellent attention to detail and commitment to data quality.
Ability to plan and prioritise multiple tasks and projects to meet deadlines.
Strong communication skills with the ability to explain technical concepts clearly.
Advanced Excel skills and experience handling large datasets.
Ability to troubleshoot operational errors within CRM systems

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Experience
Proven experience working with CRM systems and relational databases.
Experience training and supporting system users across teams.

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	Developing
Leadership skills	Developing
Professional and technical expertise	Practicing