



## APPLICATION INFORMATION PACK

<b>JOB TITLE:</b>	CRM Officer (Maternity Cover)
<b>DEPARTMENT:</b>	Fundraising
<b>HOURS:</b>	37.5 hours per week (Mon -Fri).
<b>LENGTH OF CONTRACT:</b>	Fixed term contract, 9 months.
<b>LOCATION:</b>	London – Hybrid working
<b>REPORTS TO (JOB TITLE):</b>	CRM and Data Insight Manager
<b>SALARY:</b>	£39,689.92 per annum
<b>BENEFITS:</b>	<p>28 day's annual holiday entitlement (pro rata for part time staff) plus Public/ Bank Holidays.</p> <p>MSF UK currently provides an employer pension contribution of 10% of salary after 3 months continuous employment.</p> <p>Access to independent, free and confidential 24/7 advice on a range of issues, including personal relationships, mental health, bereavement, finances, childcare or work-related issues.</p> <p>Cycle Scheme or Bike Loans available.</p> <p>Group Life insurance currently set at a minimum of 4x basic salary.</p>

### **JOB PURPOSE**

The CRM Officer plays a pivotal role, providing the day-to-day support needed to ensure there is a functioning CRM system for the Fundraising team.

Working under the supervision of the CRM and Data Insight Manager, the CRM Officer is responsible for managing regular data imports into CRM, providing data selections, reporting and performance analysis, system development, team training and running data cleansing routines.

They are also responsible for developing and maintaining system user guides.

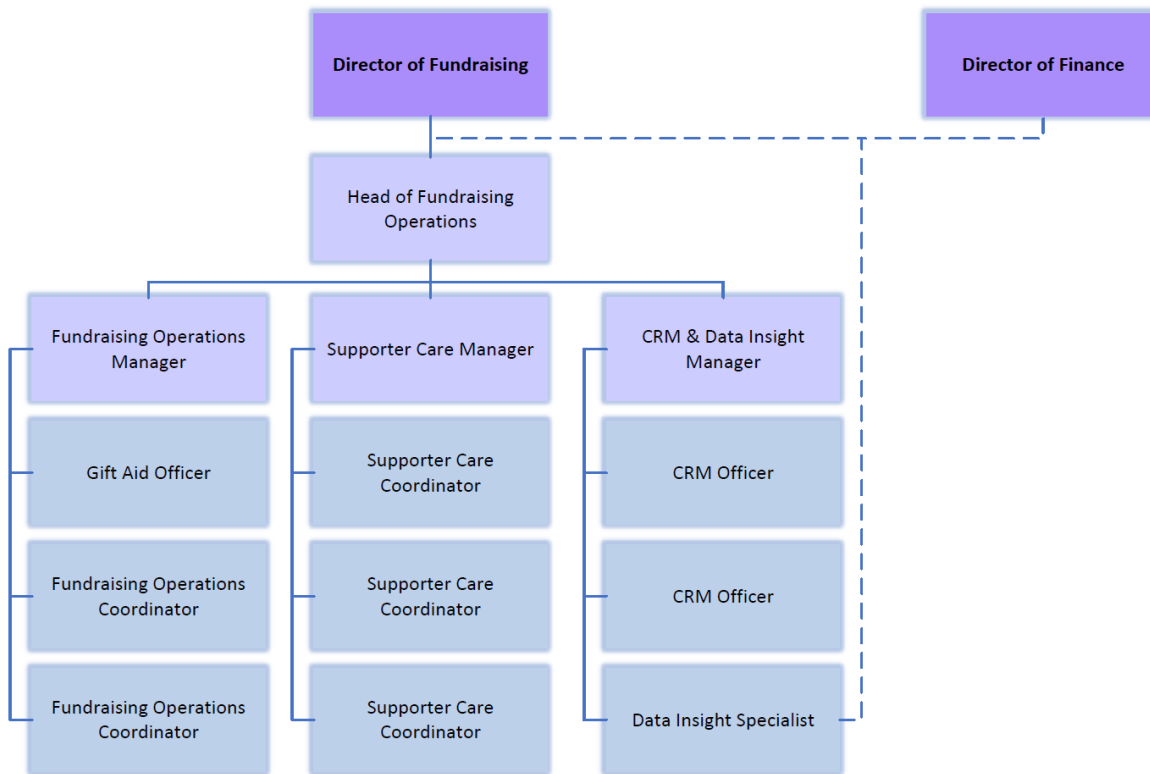
### **DIMENSIONS**

The CRM Officer leads on the regular schedule of data imports, data selections, data cleansing and supports the CRM and Data Insight Manager with CRM development.

The CRM Officer also supports the Fundraising team through training, maintaining user guides, ad-hoc reporting and being the first point of contact for any CRM issues logged through the CRM Support ticketing service.

## **ORGANISATIONAL STRUCTURE**

The CRM Officer role reports directly into the CRM and Data Insight Manager, who in turn reports to the Head of Fundraising Operations. As part of the team there are 2 CRM Officers and a Data Insight Specialist.



## **CONTEXT**

The CRM Officer plays a pivotal role within the Fundraising team and works across all areas of the team, as well as other teams within MSF UK. They work closely with the following positions across the organisation:

Head of Fundraising Operations, Fundraising Operations Manager, Supporter Care Manager, Supporter Care Coordinators, Supporter Services Coordinator, Gift Aid Officer, Supporter Development Manager, Community Fundraising Officer, Major Gifts Officer, and Digital Conversion Manager.

They are also a member of the MSF International Fundraising Systems Community of Practice and Analysis Community of Practice.

## ACCOUNTABILITIES

1. Extract supporter data from CRM for fundraising teams or third parties as requested. This data is used in appeals to increase donor retention and engagement, invite donors to events and raise funds for MSF.
2. Upload data from third parties to CRM to provide a full picture of a supporter's relationship with MSF. This data is used to produce data selections and perform analysis for Fundraising and enables MSF to communicate with donors.
3. Extract and query data from CRM and build dashboards for the Fundraising team, providing insight into giving patterns Provision of statistics for Finance on an ad-hoc basis.
4. Manage the cleansing routines within CRM to ensure records are kept up to date and flagged accordingly so as not to duplicate communications with supporters and to avoid communicating with supporters whose status or consent preference has changed.
5. Create and maintain letter templates in CRM for the Fundraising team. Manage an annual review of all letters held in Dynamics.
6. Provide core CRM training to new starters within the Fundraising team, refresher training sessions where required and annual drop-in training sessions. Create and maintain CRM user guides to ensure users are using the system correctly and optimising the systems use to its full potential.
7. Provide support to CRM end users where required and escalate issues to the CRM and Data Insight Manager and CRM suppliers where applicable. Ensure the system is running adequately for all users with minimal disruption to daily use.
8. Support with the implementation and deployment of development changes in CRM to improve use of the system and optimise existing processes.

## KEY PERFORMANCE INDICATORS

1. Data is extracted and segmented accurately according to data briefs and delivered by agreed deadlines.
2. Data is imported regularly according to agreed import schedule and with minimal data errors. Errors are resolved quickly.
3. Data is extracted and presented according to report request and delivered by agreed deadlines. Analysis is used to inform sub-team strategy and develop supporter journeys.
4. Cleansing routines are maintained accordingly to schedule. Data is compliant within CRM and users can communicate with supporters effectively.
5. Supporter communications are in line with planned appeal activity and consistent with the supporter journeys in place at MSF.
6. User confidence in using CRM is increased and reliance on the CRM team reduced; providing the tools and documentation to support the consistent use of the system.
7. Monitor CRM Support tickets via Fresh Service, responding to tickets by agreed SLAs.
8. Improved productivity amongst end users with optimised processes and increased user confidence in CRM.

9. Represent MSF UK in Fundraising Systems CoP and Analysis CoP, sharing information with counterparts in other MSF offices, to gain knowledge on trends and processes that could be implemented in MSF UK.

9. Build good working relationships with MSF colleagues. Knowledge sharing between MSF counterparts.

#### **CHALLENGE & CREATIVITY / DECISION-MAKING**

The job holder will need to be organised, flexible and good at managing a busy workload.

They are responsible for producing ad-hoc reports for members of the Fundraising team, as well as responding to requests for statistics from the Finance team. This involves creative thinking about how to access and present relevant data.

They work closely with Individual Giving, Philanthropy and Public Engagement on data selections and segmentation decisions. The role is also required to think about and implement data import and integration improvements, that could make processes for the team more efficient and enrich the data in CRM.

The role supports the CRM and Data Insight Manager on system development, testing and CRM deployments which involves problem solving and finding solutions to bring in new and effective ways of working for the Fundraising team.

#### **KNOWLEDGE, SKILLS & EXPERIENCE**

- Considerable experience of CRM database systems, preferably in the non-for-profit sector.
- Experience of using Microsoft Dynamics is desirable.
- Experience of using KingswaySoft or another ETL tool with good programming skills such as SQL.
- Experience of segmenting and building data selections for supporter communications.
- A systematic and organised approach with a proven ability to follow things through and meet regular deadlines.
- An excellent level of numeracy combined with accuracy and attention to detail around data processing.
- Demonstrable knowledge of Microsoft Excel to an advanced level including the ability to produce and manipulate data to inform Fundraising activities.
- Experience of gathering data from various sources and producing reports.
- Confident interpersonal and negotiating skills with an ability to manage and build relationships with external suppliers, as well as with colleagues.
- Self-motivated, flexible and able to work without close supervision.
- Ability to manage and prioritise a busy workload amid conflicting demands.
- Flexibility to take on other related tasks combined with willingness to learn.
- Fluency in written and spoken English.

## **COMPETENCIES**

### **Leadership Values**

#### **Respect:**

*Acting/behaving in a way that shows you care about the other's feelings and well-being.*

- Value colleagues as human beings, demonstrated through equal respect for staff at all levels and across the whole movement.
- Inclusive, listen to colleagues and respect their views.

#### **Integrity:**

*Adherence to MSFs principles and ethics, reflected in transparent honesty and complete harmony in what one thinks, says, and does.*

- Offer staff an equal opportunity to access L&D initiatives.
- Demonstrates inclusiveness, acceptance, and appreciation to all staff.

#### **Humanity:**

*Is people-driven, appreciative, compassionate, and caring with staff*

- Identify developmental needs and behavioural changes needed through data and conversations, while advise on possible solutions to support teams.
- Builds strong working relationships with colleagues and other stakeholders.

#### **Accountability:**

*The responsibility of the individual for her/his activities, accepting responsibility for them, and disclosing the results in a transparent manner*

- Take responsibility and ownership for own work.
- Admit mistakes, misjudgements or errors and immediately informs others when unable to meet a commitment and seek help when needed.
- Communicate clearly with staff and other stakeholders.

#### **Empowerment:**

*Openness to continue one's own development and to support the development of team members. Inspires and develops people. Encourages and supports individual and team learning.*

- Coach colleagues when needed, working with them to support them in their development to succeed in the organisation.
- Collaborate with colleagues to find the best solution to support their team.

## HOW TO APPLY

Please apply on our website by submitting a copy of your **CV** together with a **letter of motivation (please upload as one document)** by the closing date.

*Incomplete applications will not be considered.*

### Application checklist

Please check that you have included the following in your application:

- An up-to-date CV
- Letter of Motivation, which is a supporting statement demonstrating how you meet the key requirements of the role

### Recruitment timetable:

- **Closing date for applications: Thursday 20<sup>th</sup> June 2024, 11:59pm (BST)**
- **First round interviews: Tuesday 2<sup>nd</sup>, Wednesday 3<sup>rd</sup>, Thursday 4<sup>th</sup> July 2024.**

**Please note, you will be asked to complete a task as part of the interview process.**

## ADDITIONAL INFORMATION

### Accessibility

We are committed to removing barriers for people with specific accessibility needs. If you need an adjustment to the recruitment process to be considered for the role, please let us know by contacting [recruitment.UK@london.msf.org](mailto:recruitment.UK@london.msf.org)

Examples of adjustments we can make:

- offering you an alternative if you are unable to use our online application system
- providing necessary information, such as the job description or assessment materials, in an alternate format
- allowing you to have someone with you during an interview for example, a Sign Language interpreter.

### Diversity, Equity and Inclusion

We are a welcoming, diverse, and inclusive organisation. MSF UK thrives when everyone feels comfortable bringing their best self to work. We celebrate difference, whilst striving to create an environment where colleagues feel respected and valued for their unique potential. We are committed to our values on equity, diversity, and inclusion. Please read our [Equality & Diversity policy](#) for more information.

**MSF UK is an equal opportunities employer. We are committed to diversity and creating an inclusive environment for all employees. We encourage applications from all sections of our diverse community.**

### Safeguarding

MSF UK/IE is dedicated to safeguarding everyone who comes into contact with the organisation, for whatever reason and however brief. All posts are subject to safer recruitment process which include robust reference requests, scrutiny of employment history and where applicable criminal record and barring checks.

Our safeguarding commitment is underpinned by policies and procedures which encourage and promote safe working practice across the organisation. On joining MSF UK/IE you will be required to attend safeguarding training to ensure responsibility for and maintaining safe working practice and to safeguard our teams, beneficiaries, and communities.

### Right to work in the UK

**Candidates must have the right to work in the UK.** Please [click here](#) to check whether you have the right to work in the UK. If you would like to discuss your right to work status further, please contact [recruitment.UK@london.msf.org](mailto:recruitment.UK@london.msf.org).

For questions, issues or further information, please contact [Recruitment.UK@london.msf.org](mailto:Recruitment.UK@london.msf.org).

*Interviews will be held on a rolling basis. Please apply as soon as possible as we reserve the right to close the application early if we find a suitable candidate.*

We look forward to receiving your application!