

**Junior CRM & System Administrator
JOB DESCRIPTION**

- ROLE:** Junior CRM & System Administrator – Part Time
- RESPONSIBLE TO:** Operations Manager
- JOB PURPOSE:** Manage the configuration and operation of Customer Relationship Management (CRM) system ensuring the CRM is optimized for data integrity, user efficiency, and effective communication with members and stakeholders. Understand the CRM system and manage data.

MAIN RESPONSIBILITIES:

1. System Configuration and Maintenance:

- Assist in the configuration, customisation, and maintenance of the CRM system.
- Ensure system updates and changes are thoroughly tested before deployment.
- Monitor system performance and troubleshoot issues as they arise.

2. Data Management:

- Maintain data integrity by performing regular data audits and cleaning tasks.
- Import, export, and manipulate data as needed for various projects.
- Ensure data security and compliance with relevant regulations and policies.

3. User Support and Training:

- Provide first-line support to system users, resolving issues and answering queries.
- Assist in the creation and maintenance of user documentation and training materials.
- Conduct user training sessions to ensure effective use of the system.

4. Communication Coordination:

- Organise and segment member and stakeholder data for targeted communications.
- Work with the communications team to plan and execute email campaigns, newsletters, and other outreach efforts.
- Analyse communication metrics and report on the effectiveness of campaigns.

5. Project Participation:

- Collaborate with other departments on projects that involve CRM system data.
- Participate in system upgrade projects and contribute to the enhancement of system functionalities.

PERSON SPECIFICATION

ESSENTIAL SKILLS AND EXPERIENCE:

- Basic understanding of CRM systems
- Proficiency in Microsoft Office Suite, especially Excel.
- Strong organisational and time-management skills.
- Excellent verbal and written communication skills.
- Ability to work independently and as part of a team.
- Attention to detail and a commitment to data accuracy.
- Compassion for the issues facing older people
- Sensitivity to difference and diversity among users and a commitment to putting equal opportunities principles into practice.

DESIRED QUALIFICATIONS:

- Experience of case management systems, experience CiviCRM highly desirable
- Familiarity with database management.
- Knowledge of email marketing platforms and analytics tools.
- Previous experience in a customer service or administrative role.