

**MAYOR'S
FUND FOR
LONDON**

HELPING YOUNG LONDONERS GROW

JOB PACK

CRM, DATA & IMPACT MANAGER

July 2026



CRM, DATA & IMPACT MANAGER

Contract period: Permanent

Start date: The successful candidate will have the opportunity to start the role from August/September 2026.

Hours: Full-time 35 hours per week (*5 days per week, 9am – 5pm*).
Will consider part-time hours application.

Salary: £45,000 annum, for a full-time post
We are committed to ensuring fairness and consistency across our organisation, as well as with the young people and partners we work with. In line with this approach, the salary for this role has been carefully benchmarked and set and is not open to negotiation. We also offer a range of benefits and flexible ways of working, which we hope to make this an attractive overall package.

MFL Banding: MF4

Reporting to: Director of Strategic Partnerships & Delivery

Location: 169 Union Street, Southwark, London, SE1 0LL
We are currently operating a hybrid working arrangement. You are expected to be on-site for 40% of your contracted hours.

Flexible Working: Mayor's Fund for London is supportive of flexible working arrangements to help you achieve a healthy work–life balance. We understand the importance of flexibility and are happy to explore potential options with you as part of the recruitment process.

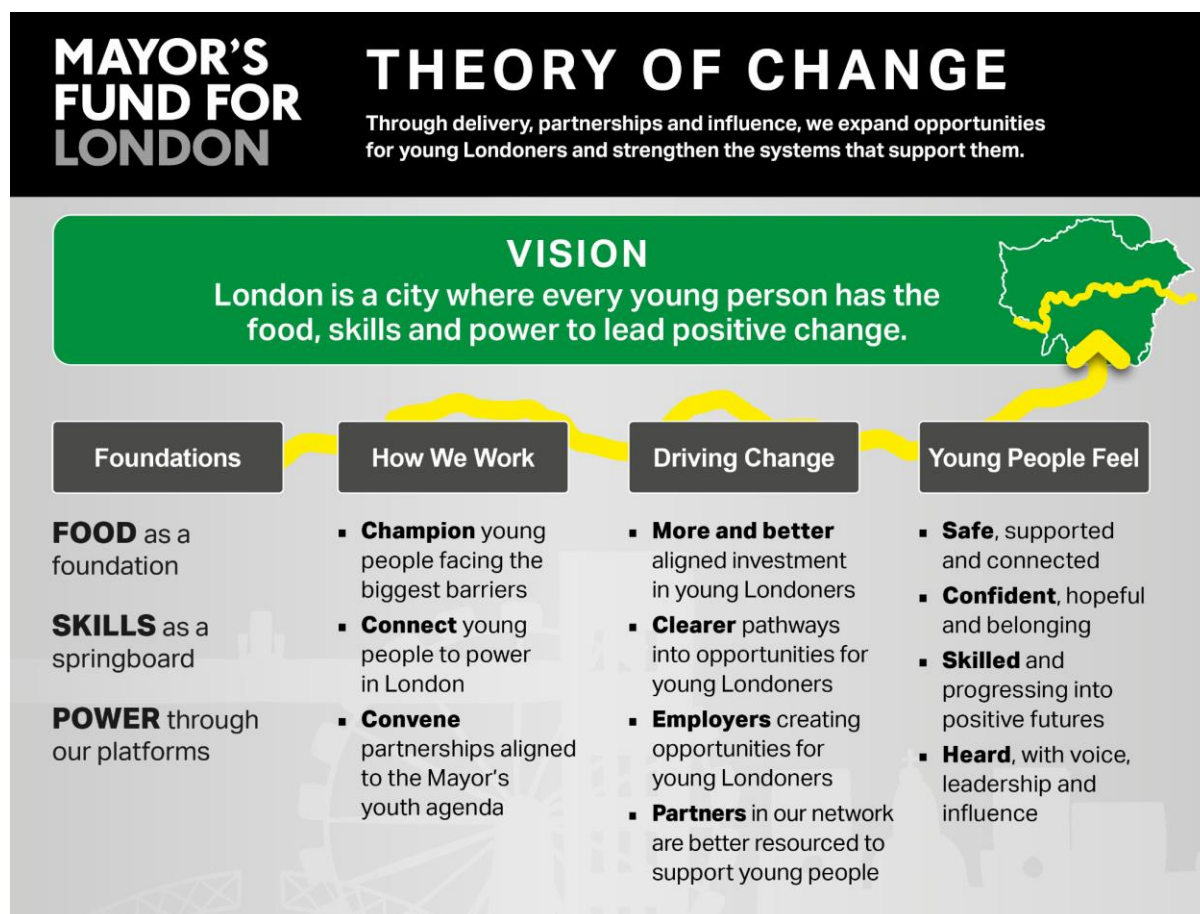
Minimum Hours: While we are open to considering part-time arrangements, we kindly ask that any proposed working pattern is a minimum of **28 hours per week**, to ensure the role can be delivered effectively. We are very happy to discuss what this could look like in practice.

Terms of appointment include:

- 25 days annual leave (pro-rata), plus bank holidays
- pension scheme (3% employer contribution, 5% employee contribution)
- 2 Volunteering days (pro-rata) each year
- Enhance family (maternity/adoption/surrogacy) pay
- Occupational sick pay
- Health Cash Plan
- HSF Assist
- Perkbox
- Employee Assistance Programme
- Free use of the Union St Gym

WHO WE ARE

We are the Mayor's Fund for London (MFL), a charity that champions opportunities for young Londoners facing the biggest barriers. Throughout the lifetime of a young Londoner, we're here for them providing food as a foundation, skills as a springboard, and power through our platform so they can grow, thrive, and shape London into a truly inclusive, more prosperous city. We work in strategic partnerships across the capital, from local communities, state schools, and leading employers, all the way up to the Mayor of London, our charity patron.



SUMMARY OF ROLE

The CRM, Data & Impact Manager is the organisation's lead for our Salesforce CRM system and organisational data. The role exists to ensure that our systems are well managed, our data is trusted, and the insight we generate helps improve decisions, strengthen delivery and demonstrate our impact for young Londoners.

As the organisation's primary Salesforce lead, you will take ownership of the day-to-day administration, development and continuous improvement of the platform. Working closely with colleagues across delivery, partnerships, and engagement you will identify opportunities to improve processes, solve operational challenges and ensure Salesforce remains a valuable tool that supports the organisation as it grows.

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Alongside CRM leadership, you'll help develop consistent approaches to data quality, reporting and impact measurement, enabling colleagues to use information confidently and ensuring the organisation focuses on the data that matters most. Whilst external specialist support is available for larger technical developments, this role is expected to confidently lead routine configuration, troubleshooting, reporting and ongoing system improvements internally.

PURPOSE OF ROLE

The purpose of this role is to ensure that Mayor's Fund for London has the systems, data and insight needed to deliver high-quality programmes and demonstrate meaningful impact for young Londoners.

The CRM, Data & Impact Manager is accountable for ensuring Salesforce and related systems effectively support colleagues across the organisation. Acting as the organisation's internal CRM lead, the postholder will identify opportunities to improve how systems are used, solve day-to-day operational challenges, and translate organisational needs into practical CRM solutions.

The role also leads on improving data quality, reporting and organisational insight, helping teams collect consistent information, reduce manual processes and make better-informed decisions. Working collaboratively across delivery, partnerships, and engagement, the postholder will build confidence in how data is collected, managed and used, ensuring that measurement remains purposeful, proportionate and focused on the outcomes that matter most.

Success in this role is measured not simply by maintaining systems, but by helping colleagues work more effectively, reducing reliance on manual processes and ensuring data and insight become an integral part of how the organisation learns, improves and demonstrates its impact.

WHAT SUCCESS WILL LOOK LIKE

- Become the organisation's trusted internal lead for Salesforce CRM.
- Improve the quality, consistency and reliability of organisational data.
- Deliver practical improvements to Salesforce that reduce manual work and improve the user experience.
- Develop reporting and dashboards that provide meaningful insight for colleagues, senior leaders and funders.
- Increase staff confidence and consistency in using Salesforce and organisational data.
- Help embed proportionate approaches to impact measurement that support learning and decision-making.
- Reduce reliance on external Salesforce support for routine administration, configuration and system improvements.

ACCOUNTABILITY (MF 4 Level):

- **Managing teams and projects or programmes:**
 - Leads the development and ongoing optimisation of Salesforce as a central organisational system, ensuring it effectively supports delivery, partnerships, fundraising, engagement, and governance activity.
 - Drives cross-functional projects to improve CRM functionality, data quality, and impact measurement across programmes and activities.
- **Coordinating and implementing departmental plans:**
 - Coordinates the implementation of organisation-wide approaches to data collection, reporting, and impact measurement.
 - Embeds systems and processes that improve efficiency, consistency, and scalability across teams.
 - Aligns CRM and data approaches with organisational priorities, strategic goals, and reporting requirements.
 - Plan and prioritise CRM, reporting and data improvement activity to maximise organisational value and impact.
- **Providing guidance and support to team members:**
 - Leads on enabling and supporting teams to use systems and data confidently and effectively
 - Provides practical guidance and advice on data processes, reporting, and system use, building capability across the organisation.
- **Monitoring progress and reporting to senior management:**
 - Ensures accurate, timely, and meaningful reporting for internal and external stakeholders, including senior leadership and funders.
 - Ensures data and insight are used to inform decision-making, programme design, and organisational learning
 - Identifies and addresses risks related to data gaps, duplication, or manual processes, reducing operational and compliance risks.

ROLE EXPECTATIONS

Strategic Leadership

<ul style="list-style-type: none"> • Lead the continuous development of Salesforce CRM, data and reporting approaches that support the organisation's strategic priorities and improve outcomes for young Londoners.
<ul style="list-style-type: none"> • Ensure Salesforce, data and reporting processes remain aligned to organisational priorities, programme delivery and funding requirements
<ul style="list-style-type: none"> • Champion a culture where data is trusted, purposeful and used to inform decision-making across the organisation.
<ul style="list-style-type: none"> • Identify opportunities to simplify processes, improve efficiency and strengthen organisational learning through better use of systems and data.
<ul style="list-style-type: none"> • Provide strategic advice and recommendations to senior colleagues on CRM, reporting and data improvement opportunities.
<ul style="list-style-type: none"> • Plan and prioritise CRM, reporting and data improvement activity to maximise organisational value and impact.

Communication & Influence

<ul style="list-style-type: none"> • Translate complex data into clear and accessible insight that supports decision-making.
<ul style="list-style-type: none"> • Act as the organisation's first point of contact for Salesforce, data and reporting advice.
<ul style="list-style-type: none"> • Communicate technical concepts clearly to colleagues with a range of technical knowledge and experience.
<ul style="list-style-type: none"> • Use data, reporting and insight to support organisational decision-making and improvements in ways of working.
<ul style="list-style-type: none"> • Support colleagues to understand and adopt new systems, processes and approaches to data management.
<ul style="list-style-type: none"> • Present information, recommendations and findings in a way that is meaningful to different audiences, including senior leaders and external stakeholders.

Technical / Specialised Expertise

<ul style="list-style-type: none"> • Act as the organisation's primary Salesforce lead, taking ownership of the day-to-day administration, configuration and continuous improvement of the platform.
<ul style="list-style-type: none"> • Diagnose CRM issues, identify practical solutions and implement routine system improvements independently.
<ul style="list-style-type: none"> • Manage and prioritise Salesforce enhancements to ensure the system remains effective, scalable and responsive to organisational needs.
<ul style="list-style-type: none"> • Translate business requirements into practical CRM solutions that improve how colleagues work.
<ul style="list-style-type: none"> • Develop and maintain reports, dashboards and system functionality that support operational and strategic decision-making.
<ul style="list-style-type: none"> • Improve user adoption by making Salesforce accessible, intuitive and valuable for colleagues across the organisation.
<ul style="list-style-type: none"> • Work with external Salesforce specialists where more complex technical developments are required, acting as the organisational lead throughout.

Data, Reporting and Insight (Budget Management competency*)**

<ul style="list-style-type: none"> • Lead the development of consistent approaches to data collection, governance and quality across programmes and organisational activity.
<ul style="list-style-type: none"> • Ensure reporting is accurate, meaningful and proportionate, supporting both operational management and strategic decision-making.
<ul style="list-style-type: none"> • Develop reporting and dashboards that enable colleagues, senior leaders and funders to understand performance and impact.
<ul style="list-style-type: none"> • Analyse data to identify trends, risks, opportunities and areas for continuous improvement.
<ul style="list-style-type: none"> • Support teams to focus on collecting data that provides meaningful insight rather than unnecessary administrative burden.
<ul style="list-style-type: none"> • Improve organisational confidence in the quality, consistency and use of data.

Problem Solving and Analysis

<ul style="list-style-type: none"> • Review existing systems and processes to identify opportunities for greater efficiency, automation and consistency.

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<ul style="list-style-type: none">• Reduce reliance on manual processes and spreadsheets through improved use of Salesforce and related systems.
<ul style="list-style-type: none">• Design and implement practical solutions that improve operational effectiveness across programmes and services.
<ul style="list-style-type: none">• Evaluate the effectiveness of CRM processes and recommend ongoing improvements
<ul style="list-style-type: none">• Identify risks relating to CRM systems, data quality and reporting and implement practical mitigation measures.
<ul style="list-style-type: none">• Explore emerging technologies, including AI-enabled tools such as Microsoft Copilot, where they can improve efficiency, strengthen insight or enhance organisational effectiveness.

Collaboration and Teamwork

<ul style="list-style-type: none">• Build strong, collaborative relationships across delivery, partnerships, and engagement teams.
<ul style="list-style-type: none">• Work alongside colleagues to improve systems, reporting practices and data quality.
<ul style="list-style-type: none">• Support and coach colleagues to use Salesforce, reporting tools and organisational data effectively and consistently.
<ul style="list-style-type: none">• Encourage a culture of shared ownership and accountability for data quality across the organisation.
<ul style="list-style-type: none">• Work collaboratively with external suppliers, consultants and system specialists where required.
<ul style="list-style-type: none">• Contribute positively to cross-organisational projects and continuous improvement initiatives.

Policy and Compliance

<ul style="list-style-type: none">• Ensure organisational data is managed in accordance with GDPR, organisational policies and relevant regulatory requirements.
<ul style="list-style-type: none">• Maintain robust data governance processes that promote accuracy, consistency and accountability
<ul style="list-style-type: none">• Support compliance with internal reporting, audit and funder requirements
<ul style="list-style-type: none">• Ensure appropriate controls are in place to protect organisational data and system integrity.
<ul style="list-style-type: none">• Identify and reduce operational risks relating to CRM systems, data quality and reporting.

Inclusion and Diversity

<ul style="list-style-type: none">• Ensure CRM systems and data collection processes support inclusive and equitable programme delivery.
<ul style="list-style-type: none">• Promote approaches to data collection and reporting that reflect the diversity and experiences of young Londoners.
<ul style="list-style-type: none">• Use data and insight to help improve equitable access, participation and outcomes across organisational activity.
<ul style="list-style-type: none">• Support the development of accessible systems and processes that accommodate different working styles and needs.

CANDIDATE ATTRIBUTES

We're looking for someone who combines strong Salesforce expertise with a passion for using data and insight to improve organisational effectiveness and demonstrate meaningful impact. You will be confident working across teams, solving problems, and continuously improving systems and processes to support better outcomes for young Londoners.

To be successful in this role, you'll be able to demonstrate:

- Experience acting as the primary owner or administrator of our Salesforce system, taking responsibility for its ongoing development and improvement.
- Confidence in identifying CRM challenges, recommending solutions and implementing improvements.
- Strong data, reporting and analytical skills that translate information into meaningful organisational insight.
- Experience supporting colleagues to improve their use of Salesforce, data and reporting.
- A collaborative, solutions-focused approach, with a genuine commitment to continuous improvement.

	How do we assess
<p>CRM & Salesforce Leadership</p> <ul style="list-style-type: none"> • Significant experience of acting as the primary owner or administrator of Salesforce, with responsibility for its day-to-day management, configuration and continuous improvement. • Experience identifying CRM issues, recommending practical solutions and implementing improvements independently. • Experience translating organisational or operational requirements into effective CRM solutions. • Experience developing CRM functionality, reports and dashboards that support operational and strategic decision-making. • Experience improving CRM data quality, governance and user adoption across an organisation. 	CV/Interview
<p>Data, Reporting & Insight</p> <ul style="list-style-type: none"> • Experience analysing and interpreting data to produce meaningful insight that informs organisational decision-making. • Experience designing and developing reports and dashboards for a range of audiences, including senior leaders and external stakeholders. • Strong understanding of data quality, governance and information management. • Ability to identify trends, risks and opportunities through data analysis and recommend appropriate action. 	CV/Interview
<p>Impact Measurement & Organisational Learning</p>	CV/Interview

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<ul style="list-style-type: none"> • Experience supporting the collection, management and use of data to demonstrate programme outcomes and organisational impact. • Good understanding of outputs, outcomes and impact, and how meaningful data can support organisational learning and continuous improvement. • Experience working with programme or operational teams to improve data collection and reporting practices. 	
<p>Organisational Improvement</p> <ul style="list-style-type: none"> • Experience reviewing systems and processes, identifying opportunities for improvement and implementing practical solutions. • Experience supporting organisational change through improved systems, processes or data. • Ability to prioritise competing demands and focus on improvements that deliver the greatest organisational value. 	CV/Interview
<p>Communication & Collaboration</p> <ul style="list-style-type: none"> • Ability to explain technical concepts clearly to a range of audiences, including colleagues without technical expertise. • Experience building positive working relationships across multiple teams and stakeholders. • Experience supporting and encouraging colleagues to adopt new systems, processes or ways of working. • Ability to coach and support colleagues in their use of CRM systems and organisational data. 	Interview
<p>Personal Attributes</p> <ul style="list-style-type: none"> • Demonstrates curiosity and a willingness to explore solutions to problems. • Take a practical approach to identifying and resolving problems. • Organised, with excellent attention to detail. • Builds positive working relationships across the organisation. • Able to manage workload and priorities independently, seeking support where appropriate. • Committed to continuous improvement and organisational learning. • Interested in exploring emerging technologies, including AI-enabled tools, where they add meaningful value to systems, reporting and organisational effectiveness. 	Interview
<p>Desirable</p> <ul style="list-style-type: none"> • Salesforce Administrator Certification (or equivalent Salesforce accreditation) or a willingness to work towards certification. • Experience working within the charity, education or wider not-for-profit sector. 	CV/Interview

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| <ul style="list-style-type: none">• Experience of Salesforce integrations and/or CRM-integrated data collection tools (e.g. FormAssembly or equivalent).• Experience of business intelligence and reporting tools, such as Power BI or equivalent.• Experience supporting impact measurement, evaluation or organisational performance reporting.• Evidence of continued professional development in CRM, data management, digital systems or emerging technologies.• Experience exploring or applying AI-enabled tools (e.g. Microsoft Copilot) to improve productivity, reporting or organisational effectiveness. | |
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SELECTION PROCESS

Deadline for applications: **Monday, 27 July 2026** (midday)

Shortlisting: **Tuesday 28th July 2026** onwards (we will contact candidates by latest Thursday 30th July if they are successful to next stage)

Interview: **Wednesday 05th August** (in-person is our preference)

How to apply:

Please submit the following documents by email to msmith@mayorsfundforlondon.org.uk by the deadline stated above:

1. Your CV
2. Please answer each question in no more than 500 words. We're interested in understanding your personal contribution, how you approached the situation and the impact of your work. Where you worked as part of a team, please be clear about your own role and responsibilities
 - **Question 1 — CRM Leadership & Problem Solving**
Tell us about a time when you were responsible for improving a CRM system (ideally Salesforce). What problem were you trying to solve, what did you change, what was your personal contribution, and what difference did it make?
We're particularly interested in understanding the level of ownership you had, how you identified the solution, and whether you implemented the improvements yourself or worked with others.
 - **Question 2 — Turning Data into Better Decisions**
Describe a time when you used CRM data, reporting or insight to influence a decision or improve the way an organisation worked. What did the data tell you, what action was taken, and what was the outcome?
 - **Question 3 – Influencing & Organisational Improvement**
This role requires working across different teams with different priorities. Tell us about a time when you helped colleagues change the way they used a CRM system, data or reporting. How did you help colleagues understand the

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benefits of the change, what challenges did you face, and what happened as a result?

3. To help us improve our recruitment processes, please complete our optional Equality Information here: [About You \(Optional – Equal Opportunities Monitoring\) \(Strictly confidential\) – Fill in form](#)

We recognise that AI tools are increasingly used in job applications. We are most interested in genuine responses that reflect your own experience, thinking, and understanding of the role.

If the interview dates listed are not workable for you, or if you would like to have an informal conversation about the role before applying, please feel free to get in touch at Barбора Smith - bsmith@mayorsfundforlondon.org.uk

We recognise that people have different working styles, strengths and ways of communicating, including neurodivergent candidates. We welcome applications from anyone who can demonstrate the skills, knowledge and experience needed for the role. If you require any reasonable adjustments during the recruitment process, please let us know and we will be happy to discuss how we can support you. Getting in touch about this will not affect how your application is considered.

EQUITY, DIVERSITY, AND INCLUSION

At the Mayor's Fund for London, we value difference and believe that diverse perspectives, backgrounds, and lived experiences make our work stronger and more impactful.

We are committed to equity, fairness, and inclusion, and to creating an environment where people feel respected, supported, and able to do their best work.

We welcome applications from people of all backgrounds, and from a wide range of experiences, including work, volunteering, and lived experience. We also aim to make our recruitment process as accessible as possible.

This role may be subject to a Disclosure and Barring Service (DBS) check, in line with our safeguarding commitments. We assess DBS information fairly and in line with our policy on the recruitment of ex-offenders, which is available [here](#).

The Mayor's Fund for London is an accredited Good Work Standard employer at Excellence Level.

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