



BATTERSEA

HERE FOR EVERY DOG AND CAT

RECRUITMENT PACK



CRM Support Analyst (BDCH6127) - Battersea London

Battersea is here for every dog and cat and has been since 1860. We are a leading animal welfare charity and over the last 160 years we've grown from one home in London to three rescuing and rehoming centres across the South East. With c600 employees and 1000 volunteers, we have cared for over three million vulnerable animals. We also campaign tirelessly to make things better for dogs and cats, sharing our expertise and educating the public and policymakers about responsible pet ownership. Join us and make a difference for every dog and cat.

Please read the information below thoroughly before starting your application.

Your Application

Your supporting statement is a very important part of your application. We cannot make any assumptions about your knowledge, skills and experience so the information that you provide in your supporting statement is vital for us to decide whether to shortlist you for an interview.

Please demonstrate how you meet the criteria and our values listed in the person specification, detailing your experience, skills, achievements and/or abilities that are relevant for the role that you are applying for. You should use specific examples. Please do not generalise e.g. "I usually...", or waste your word limit by telling us that you love dogs and cats. We are looking for evidence that you can thrive in the role advertised.

Your statement should not exceed 1,000 words. We recommend you draft and save your supporting statement outside of the application portal as your connection may time out and it is not possible to save this document online for future use.

Closing date: 13th June 2024
Interview date: w/c 17th June – w/c 24th June 2024

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion. Please note that we reserve the right to close this post early, should we receive a high volume of applications.

We are committed to providing equality of opportunity and valuing diversity for all current and prospective employees, volunteers and Trustees. We aim to ensure that this commitment, reinforced by our values, is embedded in our day-to-day working practices and our work together. We would particularly welcome applications from black and minority ethnic and disabled candidates, who are currently under-represented at Battersea.

Working at Battersea

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK

Data Protection

The information you provide in your application will be used by Battersea Dogs and Cats Home (Battersea) to assess your suitability for the role you have applied for. We will not use your personal data for marketing or fundraising purposes (unless you have previously supported Battersea) and will not share your data with any third parties for their marketing purposes. We will also ask you for sensitive information (such as information relating to ethnicity or sexual orientation), but only to allow Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our Job Applicant Privacy Notice or contact our Data Protection office at DataProtection@battersea.org.uk

Contact

If you have any questions, please contact us at jobs@battersea.org.uk or 0800 001 4444.

Job Description: CRM Support Analyst

Dept/Team: Data Applications	Location: Battersea, London (hybrid working with a minimum of 50% of time on site)
Hours: 35 hours per week, but we're always happy to discuss flexible working, part time hours and job share arrangements	Duration: Permanent
Responsible To: Data Applications Change Lead	Responsible For: N/A
Works With/Key Contacts: Direct team Launchpad Programme team Income Generation teams External fundraising agencies IT Team Marketing & Communications team Animal Operations and clinical teams	Salary & Grade: £35,350 per annum Grade D: Officers, Team Leaders & Advisors

Battersea's approach to diversity

Battersea is here for every dog and cat and has been since 1860. We care for animals unconditionally, and we do not judge the owners of pets that need our help. It is this commitment which brings us together as an organisation, and we take great joy and pride in that.

We were founded by a female pioneer, Mary Tealby, who was unafraid to confront convention at a time when women leaders were rare, and animals were not universally loved. Her willingness to challenge the status quo is part of the legacy she leaves with us today, and we celebrate the impact we have made so far because of her vision.

We are ambitious to do more, including helping new populations of animals in new places beyond our centres; and we know we must adapt to the evolving world around us, harnessing the skills, experience, and creative thinking of a diverse workforce to help greater numbers of animals and deliver the impact we all aspire to. And we know that an inclusive environment, where we welcome different perspectives and where employees and volunteers are empowered to be themselves, will ensure we continue to thrive.

We strive to create lasting change for animals and the people that care for them and believe that creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to deliver greater impact for dogs and cats everywhere.

Main Purpose of the Role

Battersea is undergoing a significant transformation programme (known as Launchpad) to deliver real change in the way we work with, utilise, and learn from data. Our new approach will enable smoother animal, customer and supporter journeys and will help us embed a truly data and insight-driven approach to decision-making at Battersea. The first phase of the programme is to implement Salesforce Lightning as the organisations single CRM application.

With the programme underway, in the preparation for the first go live, this exciting role has been created within the new Data Applications team to ensure that all the system users are expertly supported.

This role, working within the Data Applications Team will initially contribute to the Launchpad programme by supporting training and UAT activity. Once the programme has been completed, this role will then be responsible for the ongoing support and maintenance needs for the new Salesforce Lightning CRM and other related applications as they are launched.

Although the role will initially be managed by the Data Applications Delivery Lead, there is the potential that this role will transition into a dedicated Data Applications support function as the programme progresses and the support need grows.

This is an exciting opportunity for someone looking to help contribute to the future of data at Battersea, open to working in a dynamic and fast-paced environment, with a desire to contribute to first class CRM support.

Overall objectives

- Provide efficient and effective support to Battersea’s CRM system users.
- Support the work of the wider Data Applications team and contribute to the design and delivery of effective system processes.
- Undertake various system housekeeping activities to ensure that the systems and data remain robust and accurate.
- Continuously look for areas of potential improvement to systems and processes and make recommendations where appropriate.

What you’ll be doing

Approx % of time

<p>User Supporter:</p> <ul style="list-style-type: none"> • Support users by efficiently resolving queries and issues related to Salesforce CRM and other associated systems. • Triage and prioritise support tickets to ensure tickets are closed within an appropriate timeframes and SLAs are met. • Effectively communicate with users to ensure effective troubleshooting and resolution of issues. • Escalate technical issues to the relevant internal or external support partners and proactively monitor their progress to resolution. • Create and maintain support documentation and user guides for new and existing processes. • Contribute to the creation and maintenance of a knowledge base so common queries can be resolved quickly. • Document new/existing processes as required. • Proactively investigate and troubleshoot issues to identifying the root cause and develop potential solutions. • Support the delivery of regular and ad-hoc training sessions for system users and contribute to the production of training materials. 	<p>65%</p>
<p>System Administration & Maintenance:</p> <ul style="list-style-type: none"> • Contribute to the creation and running of a suite of housekeeping activity designed to maintain the quality and integrity of the systems and data. • Proactively identify potential improvements related to data quality and system processes (such as automation of manual processes) • Support and undertake activity that contributes to Battersea’s regulatory responsibilities e.g statutory audits, Gift Aid and GDPR compliance. • Support the deployment of service packs and adoption of any new included features. 	<p>25%</p>
<p>Process adoption:</p> <ul style="list-style-type: none"> • Undertaking functional testing and support User Acceptance Testing to ensure solutions are ready for deployment. • Reviewing existing processes to ensure that they are effective and identify, propose, and implement improvements where appropriate. • Collaborating with Data Applications colleagues and third-party providers to transition projects and changes from development into support. • Support stakeholders to fully understand and adopt new system processes into their BAU way of working. 	<p>10%</p>

The above job description is intended to be an outline of the duties and responsibilities for this role. Job descriptions change over time, and we will discuss with you and ask you to carry out work relevant to your role.

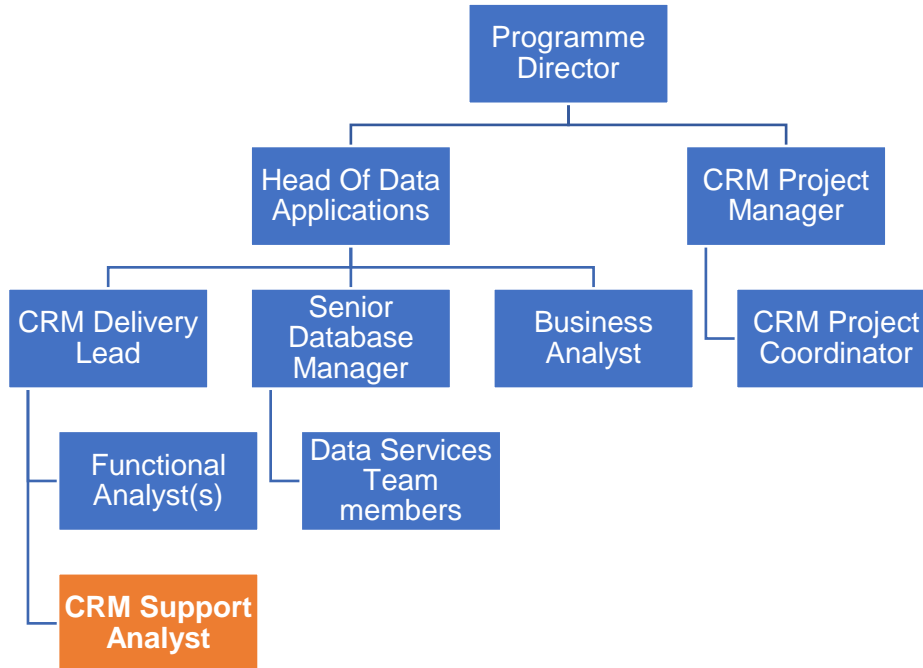
What you'll need to have to do the job (essential)

Job Specific	Experience of supporting modern CRM (e.g. Salesforce, Dynamics 365) and similar data platforms within an organisation of significant size and complexity.
	High degree of computer literacy with significant experience of MS Office and other relevant IT systems, including significant experience of working with data applications.
	Strong communication skills and comfortable building trusted relationships and working collaboratively to deliver change activity.
	Proficient at communicating with non-technical users to clarify queries and troubleshoot technical issues, taking a flexible and adaptable approach to work appropriately with users.
	Customer focused – being aware not just of those being supported but of wider implications for other users and our vital supporters.
	Skilled at managing own workload and remaining focused on priorities, remaining positive and solution-focussed in the event of unexpected challenges.
	Good understanding of best practice data management techniques
	Knowledge of relevant compliance obligations (GDPR, HMRC etc) and a strong understanding of the broader charity regulatory environment.
	Excellent knowledge of charity activity relating to marketing and including Income generation.
	Comfortable working with, querying and manipulating large complex data sets.
	Eager to learn and develop both technical and nontechnical skills to ensure the team can meet current and future business requirements.
Values	CARE – We care wholeheartedly about our mission to be here for every dog and cat, and the work we each do to achieve this.
	EXPERTISE – We are experts at what we do, focusing on continual improvement, learning, and growing our expertise, so we can all be the best we can be.
	DETERMINATION –We stay focused and solve problems to achieve our goals and our mission to be here for every cat and dog.
	RESPECT – We treat one another with respect, just as we treat every cat and dog with respect.
	INCLUSION – We champion diversity in all its forms, so that everyone can be themselves and feel valued and included.
	COLLABORATION – We understand that by working together across teams and with our partners, we achieve more for dogs and cats.

What we'd like you to have to do the job

- Experience of animal welfare environment (Desirable)
- Relevant professional qualifications. (Desirable)
- Experience of the Salesforce Lightning platform (Desirable)

Position in the team



Employee Benefits

We offer our employees a wide range of benefits to reward them for the value that they bring to Battersea, to support them in their work, to help improve their health and wellbeing, and maintain a healthy work-life balance.

We intend to offer these benefits on an ongoing basis but may amend or withdraw them at any time.

Battersea has been verified as a truly flexible workplace by Flexa for 2024-2025. You can find out more about our flexible working benefits via our [Flexa Page](#).

Pension Scheme

Our group personal pension scheme is available to all employees. New employees will be auto enrolled into our pension scheme in their second month of employment, if they meet the eligibility criteria, at our standard rate of 2.67% employee contribution, 5.33% employer contribution. The following month, new starters can choose to increase their contribution rates and so benefit from a higher employer contribution of up to 10%. Because the GPP pension scheme is a salary sacrifice scheme, Battersea will also invest approximately 50% of the savings it makes on Employer National Insurance Contributions into your pension plan.

The contribution levels are as follows:

Employee contribution	Battersea contribution
2.67%	5.33%
3%	6.2%
5%	10.3%

Example of monthly pension contributions for salary of £20,000:

Employee contribution	Battersea contribution	pension
2.67% = £44.50	5.33% = £88.83	
3% = £50.00	6.2% = 103.33	
5% = £83.33	10.3% = £171.66	

Annual Leave

Employees are entitled to 28 days annual leave (pro-rata for part time employees and in the first year of employment), rising to 29 days after 5 years and 30 days after 10 years employment. This is in addition to eight days paid public holidays every year.

Health Cash Plan

Battersea offers a healthcare cash plan free of charge to all employees, using a provider called Simply Health. This cash plan enables employees to claim 100% of the costs of everyday healthcare, such as dental treatment, eye tests, glasses, contact lenses, physiotherapy, chiropody, osteopath, chiropractor, health screening and much more, up to annual limits.

Gym Membership

Employees who choose to join the Cash Health Plan can get discounts of up to 20% off a range of independent and chain gyms, including Fitness First, LA Fitness, Virgin Active and David Lloyd.

Season Ticket Loan

Interest free season ticket loans are available to all employees after two months of employment with Battersea.

Cycle to Work Scheme

We offer a Cycle to Work Scheme to encourage health and fitness. This enables you to save up to 40% of the cost of the purchase of a bike and safety equipment, up to a maximum value of £2,500 including VAT, by

having this cost recovered from salary over a 12-month period and so saving tax and National Insurance on this cost.

Paid Maternity Leave

All pregnant employees are entitled to up to 52 weeks' maternity leave regardless of length of service. Employees who have worked with Battersea for more than 12 months by the time their baby is born receive enhanced maternity pay of 12 weeks full pay, with the remainder of their maternity leave being paid under Statutory Maternity Pay arrangements.

Paid Paternity Leave

Fathers to be or employees who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Employees who have worked for Battersea for more than 12 months by the time their baby is born receive enhanced paternity pay of two weeks full pay.

Employee Assistance Programme

We offer an Employee Assistance Programme to all employees free of charge. It offers completely confidential and impartial support, information, and counselling service to employees on legal, financial, debt management and emotional issues.

Life Insurance

All employees are covered by our life insurance scheme, which provides a nominated beneficiary/ies with a lump sum equivalent to four times the employee's salary in cases of death whilst in employment at Battersea.

Uniforms for all Operational Employees

Free uniform is provided for all operational and clinic employees.

Veterinary Treatment of Employees' Ex-Battersea Animals

We provide cost price veterinary treatment for employees with ex-Battersea dogs and cats.

Discounted Pet Insurance

We offer employees a 20% discount off the cost of Petplan insurance.

Discounts in our Shops

We offer our employees a 25% discount in our shops.

Professional Membership Fees

After two months service, employees in roles where ongoing membership of a recognised professional body, (where this membership is gained through a qualification), is an essential requirement in the person specification for their job can claim the cost of one membership fee per year up to a maximum of £400.

Sabbatical Leave

Employees who have worked with us for five years or more can request six months unpaid sabbatical leave for personal or professional development, such as learning new skills or travel.



Battersea Dogs & Cats Home is a charity registered in England and Wales (206394)
Registered Office: Battersea Dogs & Cats Home, 4 Battersea Park Road, London, SW8 4AA.