



RECRUITMENT PACK

CRM SUPPORT MANAGER

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JOB DESCRIPTION



KEY INFORMATION



Job Title and Code

CRM Support Manager
(BDCH6207)



Department/Team

Data Applications



Location

Battersea, London / Hybrid



Salary & Grade

£40,700 per annum
Grade C2



Hours

35 hours per week, but we're always happy to discuss flexible working, part time hours and job share arrangements



Duration

Permanent

ABOUT 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 organisation's 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 will initially contribute to the Launchpad programme by setting up a robust support function and being involved in UAT activity. Once the first phase 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 a first-class CRM.

RESPONSIBILITIES

	Estimated % time
User Support	60%
<ul style="list-style-type: none">• Implement and lead a robust support function for Battersea’s CRM and its users, including the line management of Support Analyst roles.• Support users by efficiently resolving queries and issues related to Salesforce CRM and other associated systems.• Triage, prioritise and act as escalation point for support tickets to ensure tickets are closed within appropriate timeframes.• 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.• Proactively investigate and troubleshoot issues to identify the root cause and develop potential solutions.• Support or lead the delivery of regular and ad-hoc training sessions for users and contribute to the production of training materials.	
System Administration & Maintenance	20%
<ul style="list-style-type: none">• Responsible for the day-to-day integrity of Battersea’s CRM and data.• Contribute to the creation and running of a suite of housekeeping activities to maintain the quality and integrity of the systems and data.• Proactively identify potential improvements related to data quality and system processes.• Support and undertake activity that contributes to Battersea’s regulatory responsibilities e.g statutory audits, Gift Aid and GDPR compliance.• Lead on Salesforce upgrade deployments and adoption of any new included features.	
Process adoption:	20%
<ul style="list-style-type: none">• Undertake functional / regression testing and support user acceptance testing to ensure solutions are ready for deployment.• Ongoing Continuous Improvement reviews of existing processes to ensure they are effective. Identify, propose, and implement improvements where appropriate or feed into wider Data Applications CRM backlog.• Collaborate with internal 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.	

PERSON SPECIFICATION

ESSENTIAL

- Experience supporting Salesforce Lightning within an organisation of significant size and complexity.
- Experience leading a technical support function or working as an escalation point for support colleagues within a customer focused environment.
- Experience of line management including the development of team members.
- Strong communication skills and comfortable working collaboratively to deliver change activity. Proficient at communicating with non-technical users to clarify queries and troubleshoot technical issues.
- Good understanding of best practice data management techniques and comfortable working with, querying and manipulating large complex data sets.
- High degree of computer literacy with significant experience of MS Office and other relevant IT systems, including significant experience of working with data applications.
- Skilled at managing own workload and remaining focused on priorities, remaining positive and solution focused in the event of unexpected challenges.
- Knowledge of relevant compliance obligations (GDPR, HMRC etc.) and a good understanding of the broader charity regulatory environment.

DESIRABLE

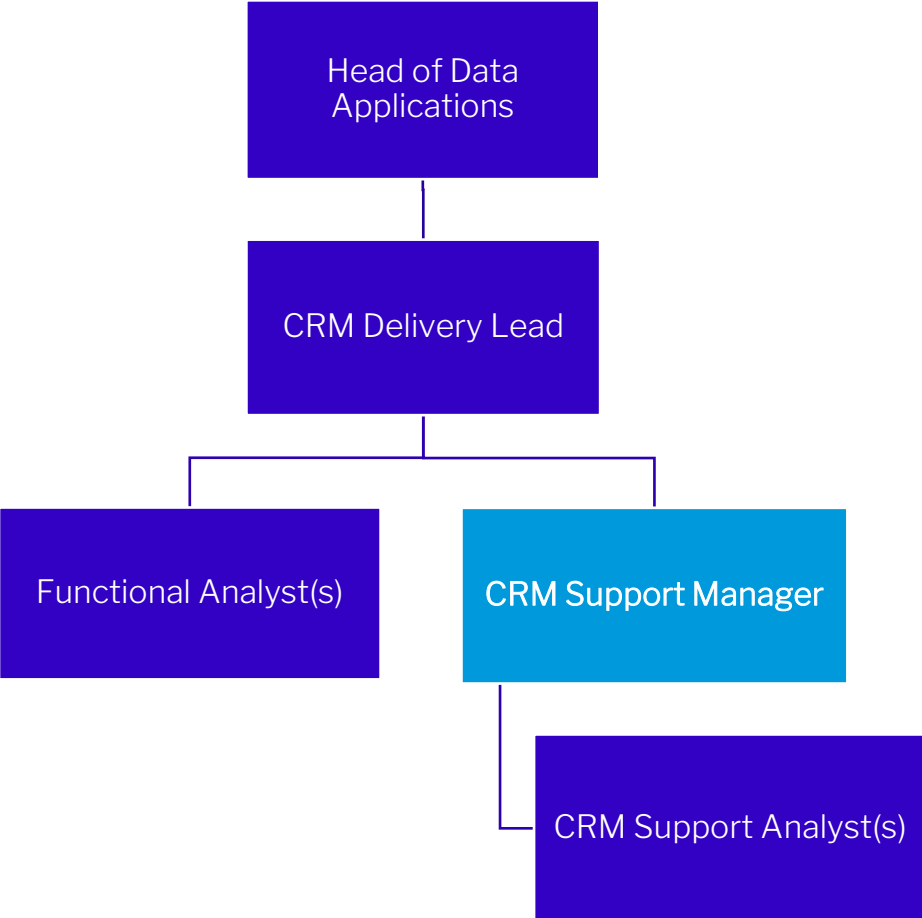
- Knowledge and experience of charity activity and the animal welfare environment.
- Experience supporting / leading training and creation of training materials
- Experience of working with a new system in a change environment.



HYBRID WORKING POLICY

We operate a hybrid working policy, with our office-based staff splitting their time between site based and home working. We believe this enables our office-based staff to maintain the benefits of home working, while allowing for collaboration and interaction with our animal-facing staff and maintaining a connection to our cause. As such, you'll be expected to work in our Battersea office for at least 50% of your working week.

POSITION IN THE TEAM



YOUR APPLICATION



KEY DATES



Closing Date

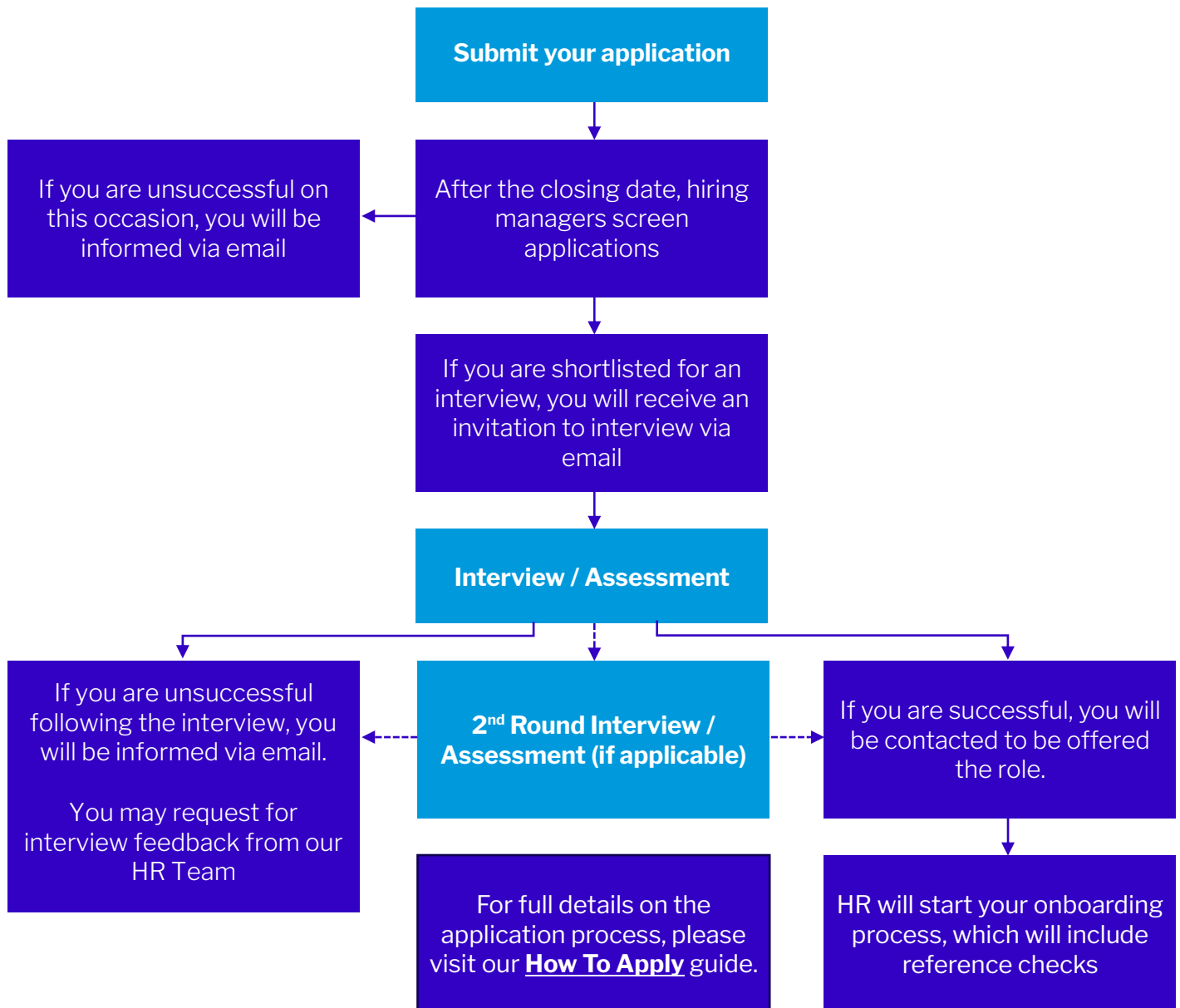
5th January 2025



Interview Date

w/c 13th January 2025 (TBC)

APPLICATION PROCESS





COMPLETING YOUR APPLICATION

The information below is provided to support you with completing your application.

- Our application forms will ask you for:
- Employment History
- Educational History (which is non-mandatory)
- Either a supporting statement of no more than 1000 words; or
- Responses to short-answer questions.

The statement and short-answer responses are a very important part of your application. This is your opportunity to showcase your knowledge, skills and experience, and how this relates directly to the person specification for the role.

Please provide specific examples where possible and demonstrate your key achievements. You might also consider referencing Battersea's key values in your application (for more on these values, please see the Life at Battersea document).

Once your application is complete, we encourage you to provide your diversity monitoring information. Whilst this is entirely voluntary, completing this information will form part of an anonymised data set to help us understand, measure and take action to ensure our processes are inclusive. Your information will remain confidential, be held in line with GDPR requirements and will not be used to determine whether you are shortlisted for any role (s) you apply for.



DIVERSITY AND INCLUSION

OUR COMMITMENT

We are committed to providing a welcoming and inclusive experience for all staff, volunteers and trustees and those hoping to join us. We operate an anonymised shortlisting process and actively seek to ensure our process is fair and equitable for all.

We understand the value of diverse voices, perspectives, and experiences to help us deliver even more for our dogs and cats, and we welcome applicants from all sections of the community.

WORKPLACE ADJUSTMENTS

As a Disability Confident Committed Employer, we will also ask about any adjustments you may need at the application and/or interview stage. And, if you are offered a role with us, we'll talk to you about any workplace adjustments you may need to help you perform at your best. If you would like to talk more about this, please contact 020 3887 8341 or email jobs@battersea.org.uk

REQUIREMENTS FOR WORKING AT BATTERSEA

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK. For details on which documents can be used to certify your right to work, please refer to [Prove Your Right to Work](#)

DATA PROTECTION

The information you provide in your application will be used by Battersea Dogs and Cats Home to assess your suitability for the role you have applied for.

Any special category information (such as information relating to ethnicity or sexual orientation) you choose to provide will only be used by 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



BATTERSEA

HERE FOR EVERY DOG AND CAT

BATTERSEA DOGS & CATS HOME

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Battersea is a charity registered in England and
Wales (206394)

Patron HRH The Duchess of Cornwall GCV
President HRH Prince Michael of Kent GCV

