

# Role Profile: Senior CRM Database Officer



## About the Role

**Salary: £39,218**

**Contract: Full-time.**

**Hours: 37.5  
Monday-Friday.**

## Key Responsibilities

- Assist the CRM Manager in administering the Fundraising CRM database to ensure the system manages data in support of Fundraising strategic requirements
- Maintain and develop mailing data selections using SQL Scripts and deliver to agreed SLA deadlines
- Maintain and develop FrOps team new and existing recurring data Importing schedules from Internal and external sources to agreed team SLAs
- Work with FrOps and Fundraising teams to ensure financial data is accurately coded for month end processing
- Develop and maintain our Data Management processes to improve CRM system data quality and integrity
- Develop Fundraising CRM database training programs and process documentation
- Deliver system training to new and existing system users
- Develop and maintain manual and automated data flows between Fundraising CRM database and other Mencap Internal data systems
- Create and maintain Fundraising CRM system Dashboards and reporting
- Develop and share knowledge of data management related sector changes and products that would enhance our CRM system and supporter experience
- Develop internal team and external supplier relationships to promote efficient data management related working practices
- Build positive collaborative working relationships with internal and external stakeholders to support and develop Fundraising data processes

# Role Profile: Snr CRM Database Officer



## About you

A highly skilled database professional who wants to join a vibrant and dynamic team that is passionate about making the UK the best place to live for people with a learning disability.

## What you will do

- Work within the Fundraising Operations team (FrOps) providing quality CRM data related support and advice to Fundraising CRM users in line with team service levels and performance targets.
- Develop & Deliver complex Data Campaign Mailing Selections & Analytics to Fundraising CRM system users for Direct marketing purposes.
- Maintain & Develop our CRM data systems, ensuring our data accuracy & Integrity meets all Fundraising compliance standards

As the Snr CRM Officer you will combine your strong CRM technical and analytical skills with excellent communication skills to ensure that all our internal & external stakeholders are presented with accurate, accessible data.

## What you will bring

- Ability to interrogate data using SQL
- Proactive, problem solver with a can-do attitude
- Analytical mindset, with strong attention to detail
- Excellent communication and interpersonal skills with Ability to manage conflicting priorities and deadlines
- Strong numeracy and data manipulation skills
- Proficiency in MS Office applications
- Good understanding of GDPR

## Your experience

### Essential

- Administering Charity based CRM Systems
- Importing & interrogating complex data sets
- Produce Campaign Mailing Selections using SQL or Equivalent
- Producing complex reporting and analysis using tools such as (PowerBi or Equivalent)
- Developing CRM based training documentation and delivering to system users

### Desirable

- Knowledge of fundraising regulatory requirements (GDPR, ICO, FSB)
- Experience Administering Salesforce Sales & Marketing Cloud



## More information about the role

**Job Title:** Senior CRM Database Officer

**Report to:** CRM Manager

**Line reports:** N/A

**Department:** Fundraising

**Location:** Centre of Engagement (London) with Home Working

This is a full-time permanent contract. On occasion the post holder may be required to travel across the UK and overnight stays may be required. Flexible approach to working hours/days occasionally required to work weekends and attend evening events and meetings.

Join the team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.

## What will Mencap give you

24 days annual leave + all UK Bank Holidays

Amazing benefits + pension

Full support in the role and training

Flexible working options

## How to apply

Please apply with your up-to-date CV and response to three questions (no more than 300 words per answer).

1. Why do you want to work for Mencap?
2. Tell us about a complex data selection you have delivered?
3. Based on your understanding of the role, why would you be an exceptional Snr CRM Database Officer at Mencap?.

## Who you can expect to work with

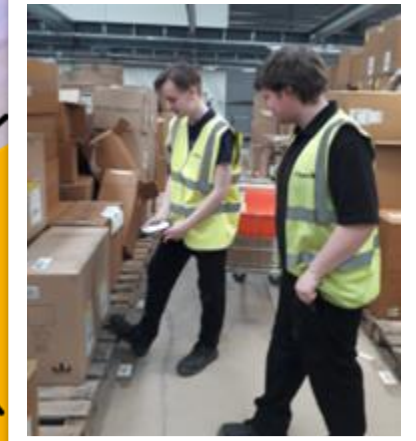
Colleagues with a learning disability

Fundraising Teams

Finance, L&D, and HR Business Partners

Data and Insight Teams

Other teams across Mencap



## Mencap's values and how they apply to this role

We are **Passionate** about making the world a better place

You will have a genuine passion for writing great cases for support.

We are **Inclusive** of everyone

You will advocate for inclusion, work collaboratively and be a positive role model for others.

We are **Brave** we challenge and try new things

You will use your role to write compelling narratives for social change which innovate and push boundaries.

We are **Positive** in our work and with each other

You will share stories about how our supporters are making a difference.

We are **Kind** to everyone

You will be kind, supportive and encouraging to everyone you interact with.