

# Job Description



<b>Job title:</b>	Supporter CRM Product Owner
<b>Department:</b>	Data, Digital and Technology
<b>Reporting to:</b>	Business Systems Manager
<b>Salary:</b>	£51,141 per annum
<b>Hours:</b>	35 Hours per week
<b>Location:</b>	London office (working from home in line with Crisis' Hybrid Working Policy, there would be an expectation for you to be in the office one day per week)
<b>Contract type:</b>	Permanent

## Core purpose of the role

- Align the strategic direction of supporter-facing teams with the operational and functional capabilities of the Supporter CRM (Microsoft Dynamics). Initially, your role will be focussed on developing the core needs of the systems before it launches, before moving into a continuous improvement model of the live system and future releases.
- Working with the (Supporter Experience Manager) and key stakeholders, establish the product vision for the Supporter CRM, translating user and business needs into technical requirements. Represent the voice of the user in the CRM development roadmap.

## Aim and influence

- As a lead technical expert in Microsoft Dynamics, you will help colleagues to translate their requirements into clear, feasible product improvements.
- Manage and prioritise the product backlog, ensuring releases meet acceptance criteria and are consistently documented.
- You will maintain an up-to-date knowledge of the product capabilities, and surface opportunities for innovative data management and experience design.



- Lead on training and development of the application for end users.

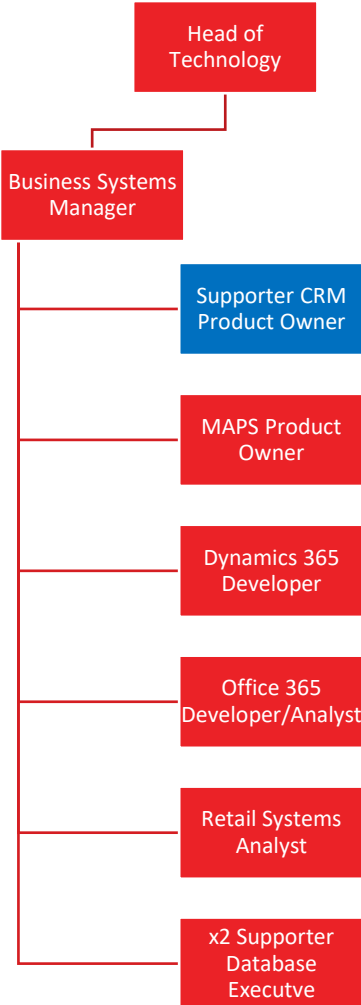
**Financial and supervisory responsibility**

- Collaboration with Dynamics functional consultants.
- With the Head of Technology, Programme Manager and Business Systems Manager, budgeting responsibility for the technical development of the product.

**Other key details**

- Evening and weekend work may be required for which TOIL in line with the policy will be given

**Organisational chart**





### Job responsibilities

- To co-produce the roadmap for the ongoing development of the Supporter CRM, built in Microsoft Dynamics in a way that enable an exceptional supporter experience and delivers towards Crisis' fundraising, engagement and commercial objectives.
- Capture and document change requests, managing those changes requests through a backlog of User Stories, Epics and Features.
- Lead, co-ordinate and plan development sprints using agile methodology, ensuring that releases are tested and meet the requirements of the initial request.
- Act as an advocate for the Supporter CRM, disseminating best practice and working with team and stakeholders (Brand, Marketing and Fundraising, Commerce and Enterprise in particular) to identify opportunities to deliver value through utilising the system.
- Lead on the provision of tools, training and support to better enable the adoption of Supporter CRM functionality.
- Quality control the work of the development team, ensuring delivered items meet relevant acceptance criteria/user stories
- Communicate release plans and notes to stakeholders.
- Evaluate user feedback, converting this into actionable stories and items that are fed into the product backlog
- Nurture relationships with key external stakeholders, in particular Microsoft and our CRM implementation partner.
- As necessary, integrate the development of other CRM-integrated technologies, such as D365 Marketing, within overall workflow processes.
- Have line management duties in the future when the team has expanded

### Relationships and influence

- Provide the technical expertise that unlocks the strategy and vision of the (Audience and Supporter Engagement?) team's data-driven approach to transforming supporter experiences.
- Working with other stakeholders in operationalising an audience-led approach to income generation and engagement.

- Establish and run a change control function, such as a Change Advisory Board, to ensure sustainable development of the product.

### General responsibilities

- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work etc Act.
- Comply with all Crisis policies and procedures and promote good practice as relates to Safeguarding and Equality, Diversity & Inclusion.
- Work collaboratively across departments to support Crisis' mission to end homelessness
- Carry out any other duties reasonably associated with your role

### Person Specification

#### Essential

1. Substantial technical Product Ownership experience, ideally within Dynamics 365
2. Substantial experience in translating business requirements into technical specifications within an agile framework
3. Experience of leading agile delivery teams
4. Exceptional stakeholder management skills, with the ability to influence at all levels
5. Exceptional communication skills – both written and verbal – with the ability to work with both technical and non-technical colleagues
6. Experience of driving high-levels of user adoption and best practices for a new system or service
7. Demonstrable experience of working successfully as part of a cross-disciplinary team, whilst being able to work on own initiative
8. Experience of improving processes and delivering projects to support the successful implementation of business requirements and strategies



9. Commitment to Crisis' purpose and values
10. Commitment to equality, diversity and inclusion

**Desirable**

1. Experience of supporting Fundraising and Engagement teams within the charity sector

*We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.*



## Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

### The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

### Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

### What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

### Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

### Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.



### How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience.

Shortlisting is mostly based on the information you provide in the assessment form section.

A strong application will also be in line with the **Crisis Values** that you can find on our website.

**Please note!** If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

### How quickly will I know if I have been shortlisted?

Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

### If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

### Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

### Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

### I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?



If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

## Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them. What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team [jobs@crisis.org.uk](mailto:jobs@crisis.org.uk) for support.