

JOB DESCRIPTION

JOB DETAILS			
Job Title:	CRM System Administrator	Location:	London or Aberdeen
Reporting Line:	Finance & Corporate Services Director	Date:	June 2017
Team:	Finance & Corporate Services		
Team Purpose and Objectives			
<ul style="list-style-type: none"> To deliver the full range of finance and corporate services support to the organisation and subsidiaries in an effective and efficient manner in support of Team objectives; To achieve a viable long-term business model, which adapts and evolves in response to the business environment; To lead the development of an attractive employment proposition and people strategy, which values our staff and enables them to reach their full potential. 			
Job Purpose			
<ul style="list-style-type: none"> Act as system administrator and co-ordinator for the company's member system requirements, principally through the Microsoft Dynamics based CRM system, but also for other system and data management requirements. Lead the development of CRM as the focal point for the delivery of membership management through the entire member life-cycle, and extend the use of the system to encompass other key business applications. 			
Job Dimensions			
Budgetary Responsibility:	TBC		
Team Size:	N/A		
Key Stakeholders:	Finance & Corporate Services Director, External Affairs & Communications / Business Excellence teams; All staff; Service Providers		
Key Accountabilities:			
<ul style="list-style-type: none"> Act as the system administrator lead on the Dynamics CRM platform and perform end-user administration tasks, providing first-line support and troubleshooting on issues with the platform and third-party tools, e.g. Click Dimensions. Maintain CRM contact data records for the organisation, overseeing data cleansing and update initiatives and looking for continuous improvement to increase the functionality and accuracy of the data held within it to meet the business requirements, linking closely with the membership team. Own, develop and execute the technical roadmap for CRM, working closely with system users to leverage the platform further to develop and achieve the aim of the CRM being fully integral to the provision of membership engagement services. Increase the utilisation of the CRM through user engagement, develop CRM workflows to support business processes, extract data, produce tailored reports and respond to other member information requests. Provide support and CRM training to staff on an ongoing basis to best utilise the system, implementing "how to" guides, resolving user issues and interfacing with external support as required. Develop and administer CRM marketing lists, maintaining the data records of all membership engagement and prospective membership including all relevant key contacts, ensuring data supplied is up to date. Create and manage CRM export and import processes to support team requirements and identify, deploy and use plug-ins and third-party tools that deliver added value within CRM. Manage the efficient planning and delivery of new updates, modifications and the adoption of best practice policies, including conducting research to identify opportunities to leverage new functionality within the system that is released by Microsoft. 			

- Working with the team to plan and implement a mid-to-long term strategy to improve the use of software across all business requirements and involvement in other data co-ordination and general IT requirements as needed.

Knowledge, Skills, Experience: (includes technical skills, professional qualifications and competencies)

- Notable hands-on experience of Microsoft Dynamics CRM development, preferably holding Microsoft Dynamics CRM certifications or currently studying for certifications
- Strong technical understanding of Dynamics Online and Dynamics 365, including detailed understanding of all CRM functional areas
- Strong working knowledge of associated technologies including Microsoft Dynamics CRM for Outlook Client, Office 365 and Power BI
- Hands-on experience developing custom Dynamics CRM extensions, including workflows and JavaScript
- Hands-on, functional knowledge of Click Dimensions would be an advantage
- High standard of general IT/office systems skills and knowledge, particularly Microsoft Office applications
- Experienced in leading the delivery of CRM implementations, managing projects from pre-sales to completion including internal client management
- Proven ability to develop clear understandings of internal clients' needs and the capability to incorporate them into processes and solutions
- Good interpersonal and communication skills with people at different levels
- A good facilitator with strong personality and relationship management ability to communicate, influence and collaborate with multiple stakeholders to deliver business activities successfully
- Flexible and adaptable to varying needs, with ability to prioritise tasks and workload
- Clear precise attitude with methodical attention to detail
- A strong team player with a proactive, flexible and mature approach to the role
- Ability to working on own initiative and self-sufficiency on a day-to-day basis
- Effective change facilitator who thinks innovatively and acts decisively around process improvement and efficiency, adapting positively to challenges.
- Role model who demonstrates high standards of ethics and professionalism, aligned to Company values.