

### **Job description**

**Job title:** CRM Manager (Fixed Term, 12 month contract)

**Department:** CFO

**Line manager:** Chief Financial Officer

**Salary:** £50,400

*The job description is an operational document that does not form part of the contract of employment.*

*It may be that from time to time an individual is expected to perform tasks that may not be expressly in the job description but are nonetheless necessary in the day to day performance of their duties.*

*St Paul's Cathedral reserves the right to amend the job description as may from time to time be necessary to meet the changing needs of the organisation.*

### **Purpose of the Job**

The CRM Manager will lead the implementation, optimisation, and ongoing management of the St Paul's Cathedral CRM system. They will also be responsible for the integration and data integrity and usage between other systems that serve as input or output to the CRM.

The post-holder will work closely with teams across the Cathedral and using expert knowledge of CRM databases they will make recommendations on the best use of the database, including the development of processes, ensuring data integrity and compliance for use plus the co-ordination of all training.

This role is critical in integrating the CRM with ticketing, fundraising management and other systems (e.g. Finance, HR) to enable a seamless and data-driven approach to supporter/visitor engagement and development of a 'single supporter view'.

### **Main Duties**

- Initial set up and end-to-end implementation of the new CRM system, ensuring integration with ticketing and fundraising systems and other platforms.
- Co-ordinating data requirements, developing processes and ways of working, testing and managing the project to the go-live date in Q3 2025.

- Define and manage CRM workflows, data structures, and governance. This includes controls and processes for compliance, which will be also supported by Head of IT and Legal Counsel.
- Own the training plan and support teams to ensure there is a strong understanding and usage of the CRM.
- Ongoing responsibility and oversight of maintenance, integrity, dashboards and compliance.
- Ensuring that the ways of working with the database are continually developed and improved to exceed both the experience of the supporter and the efficiency of the teams.
- Ensure the integrity and quality of St Paul's data by putting in place data quality metrics.
- Manage, develop, implement and maintain data cleaning routines on the database.
- Ensure robust support is provided to database users in the most effective manner.
- Work closely with Visitor Engagement (e.g. Marketing, Comms, Sales & Ticketing), Development (Memberships, Donations & Fundraising), Schools & Adult Learning and Finance teams to enable segmentation and targeted outreach to different audience types.
- To provide support and advice on system/data related projects and participate in organisational projects and meetings.
- The production of a data strategy to increase our understanding of our audiences and in maximising our marketing efforts.
- Oversee the production of regular management information to meet business needs.
- Responsible for working with key stakeholders to champion and seek buy-in for best practice in data management.
- Support strategic planning, identifying opportunities for revenue growth and collaboration.
- Research and highlight trends, maintaining awareness and making recommendations as to how they could be applied to improve St Paul's systems.

### **Person Specification**

- Good communication skills, able to communicate technical and data issues in a simple way that anyone can understand.
- Extensive knowledge and experience of database management.
- Strong understanding of CRM and marketing principles.
- Experience of producing and implementing database development plans.
- Strong project management experience.
- Strong technical skills in terms of data manipulation.
- Experience of data segmentation strategies to achieve supporter engagement.
- Experience of documenting processes to ensure business continuity.
- Strong understanding of legal aspects relating to data – data protection, Gift Aid, GDPR, PCI compliance.

**Essential experience, knowledge and skills:**

- Strong experience in managing CRM systems (Salesforce, Dynamics, or similar).
- Understanding of data structures, integrations, and automation.
- Experience in stakeholder management and training users, especially working in a cross-functional environment.
- Knowledge of GDPR and data security best practices.

**Desirable experience, knowledge and skills:**

- An understanding of compliance and the code of fundraising practice as set out by the Fundraising Regulator and the Charity Commission.
- Knowledge and understanding of safeguarding issues and ability to address them appropriately.

The individual will be:

- expected to share in St Paul's Cathedral's commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults
- expected to adhere to Cathedral Safeguarding Policies and willing to attend Safeguarding training and report any Safeguarding concerns through appropriate channels
- in sympathy with, and in their work support, the Christian aims and mission of St Paul's Cathedral.