

**CRM Project Manager**

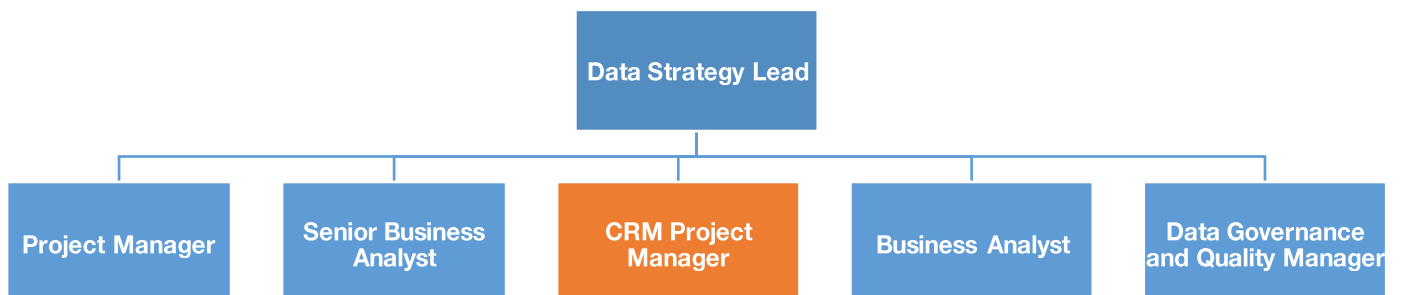
<b>DIRECTORATE:</b>	Corporate Services
<b>SECTION:</b>	Better Data Programme
<b>REPORTING TO:</b>	Data Strategy Lead
<b>CONTRACT:</b>	Fixed term – 2 years

**OVERALL PURPOSE OF THE JOB**

Diabetes UK is bringing people together to work in partnership in order to support those living with diabetes, prevent Type 2, make research breakthroughs in diabetes and ultimately, find a cure. In order to achieve this mission, effective capture, management, cleaning and enhancement of our data is essential. Over the last few years the charity has grown and with it the amount of data we process, its complexity and the number of sources data is received from. And the need for our services has never been stronger. We face unprecedented challenges in managing our data effectively and ensuring we can manage our customer-facing activity securely and effectively across our dispersed workforce.

At the heart of our upcoming strategy lies the need to unlock our data, move to more efficient ways of working and deliver excellent customer experience. This is an opportunity to help us achieve the goals of our Data Strategy by driving forwards our programme of moving to new tools which better suit our organisational needs.

This role will be joining our fast-paced Better Data Programme, and will be responsible for engaging stakeholders across the business to scope and plan projects to deliver CRM technology, co-ordinate the gathering of requirements, and manage projects successfully to delivery. This is an exciting and high-profile role with the opportunity to drive real changes to ways of working within Diabetes UK. In turn we know that adopting better tools and ways of working will help us build better relationships with those who benefit from our services, and those who support us to achieve our goal of a world where diabetes can do no harm.



## WORKING RELATIONSHIPS:

### Inside Diabetes UK

- Data Strategy Lead
- Better Data Programme Board Members and Working Groups
- Information Technology Team including our Senior Data Engineer and developers
- Services teams including our Customer Contact Centre
- Engagement and Fundraising / Business Support Team
- Digital Team including Digital Architects
- Information Governance team
- Business Analysts
- Project Managers
- Process and product owners throughout the organisation

### Outside Diabetes UK

- CRM and Data Professionals in the charity sector and beyond

## MAIN DUTIES AND RESPONSIBILITIES:

We are looking for a CRM Project Manager with full end-to-end experience who can drive forwards our work to identify, procure and implement appropriate CRM platforms.

With a skilled and confident programme team around you, you will be responsible for the implementation of the new software from the scoping stage all the way through to launch. You will be liaising with suppliers, business analysts, business change leads, testing specialists, and data governance and quality leads as well as wider business stakeholders to ensure we deliver an excellent product which drives forwards our ability to provide excellent customer experience to our audiences.

**Scope:** Engage with business and programme stakeholders to appropriately scope and define relevant phases of delivery and identify appropriate technology solutions.

**Procure:** Lead the project team to define detailed requirements and engage with partners and suppliers to identify the best possible technology solutions for Diabetes UK.

**Deliver:** Ensure the project delivers high quality technical solutions to time and budget. Manage dependencies and resolve blockers to delivery.

**Embed:** Ensure business stakeholders are fully engaged and the project achieves meaningful business change and measurable business benefit.

## PERSON SPECIFICATION:

The best person for this job will be able to:

- **Project management:** You can deliver complex projects within wider programmes of activity with high levels of dependency. You can manage several workstreams simultaneously, as an organised person who can keep perspective while showing great attention to detail. Be accountable for delivery and maintenance of high-quality outputs and work to deliver the best possible outcome for the charity and our customers despite any challenges that arise. Effectively manage your own workload and identify and resolve project risks so delivery timelines are met.

- **Confidently manage stakeholders in matrix teams:** You are able to confidently identify stakeholders, engage and motivate them to deliver on projects involving matrix teams.
- **Communication skills:** You are able to communicate with technical and non-technical stakeholders, deliver training and guidance, and facilitate discussions within a multidisciplinary team with potentially challenging dynamics. You know how to manage different perspectives. You can lead and develop relationships with stakeholders at all levels of the business, to engage, challenge and influence others, including motivating others to engage with the programme.
- **Create project documentation and clear written communications:** You can create high quality written outputs for a wide range of audiences, from Programme Board and Executive Team to front-line teams and stakeholders. Communications are engaging, unambiguous and easily understood.
- **Confidently handle complexity** and be able to translate complex requirements or scenarios into clear, pragmatic ways forwards.

#### The best person for this job will have experience in:

- Strong and proven project management experience
- Solid understanding of customer relationship management systems, data transformation and marketing tools
- Proven track record in leading complex digital transformation programmes in charity settings
- Managing complex projects with multiple workstreams and competing deadlines, including managing project teams to ensure delivery of tasks.
- Managing resources, directly and in matrix environments
- Working within a programme environment with multiple dependencies between projects
- Financial management, including budgeting and cost control
- Prince 2 certified (or equivalent)

#### Desirable:

- Deploying agile project methodologies to manage complex projects.

#### The best person for this job will have:

- A passion for customer service, and for finding the right tools to deliver an excellent customer experience for our audiences
- An ambitious, self-motivated and dynamic nature, with the ability to work independently with little supervision
- A focus on delivering business benefit by being driven and solutions-focussed
- A diligent approach to problem solving and issue resolution
- Strong interpersonal skills
- Sufficient leadership skills to manage matrix teams and drive behaviour change
- The ability to be a strong team player
- The ability to learn new skills and get to grips with tasks quickly
- A strong drive for results while working calmly under pressure to meet deadlines
- Knowledge of GDPR and other privacy laws and their implications in the context of database management (CRM and marketing automation platforms)

#### Desirable:

- Knowledge of fundraising regulations and other charity-specific regulations.