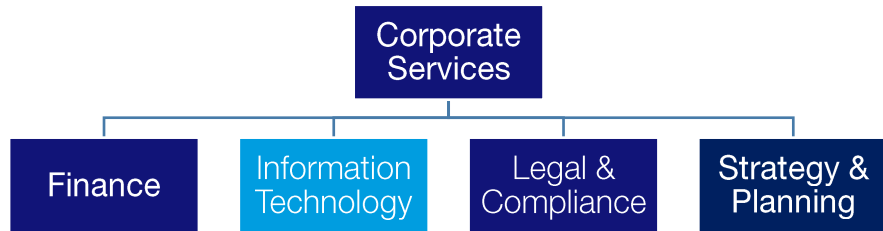
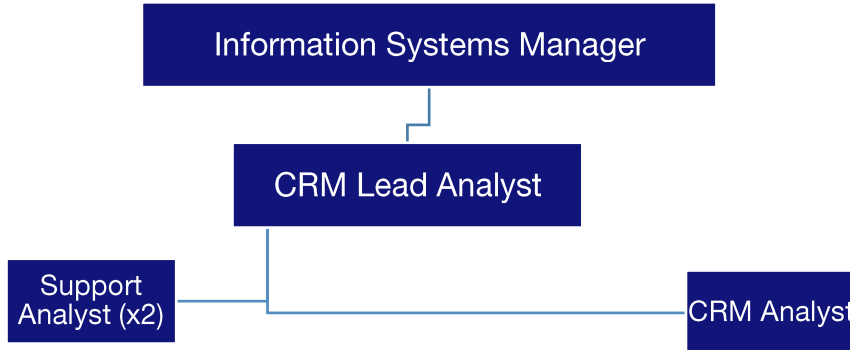


<p><b>Job Title</b> CRM Analyst</p>	<p><b>Directorate and team</b> This role sits in the <a href="#">Information Technology team</a> in the <a href="#">Corporate Services Directorate</a></p>
<p><b>Key focus of the role</b> The CRM Analyst has a central function in Diabetes UK managing Service Tickets on Freshdesk and support Business as Usual processes as we transition from CareNG to Dynamics CRM</p> <p>You will help develop, document and optimise the best use of the IT systems, to ensure the integrity and value of the Data processes are maintained.</p> <p>You will become a subject expert in Dynamics CRM to provide excellent technical advice and customer service to wider Diabetes UK Teams as part of Dynamics Implementation</p> <p>This is a key role in the Information Systems team supporting our exciting programme of data development projects and adoption of new Data systems</p>	<p><b>Department</b></p>  <pre> graph TD     CS[Corporate Services] --- Finance[Finance]     CS --- IT[Information Technology]     CS --- L&amp;C[Legal &amp; Compliance]     CS --- SP[Strategy &amp; Planning]         </pre> <p><b>Job and reporting Line</b></p>  <pre> graph TD     ISM[Information Systems Manager] --- CLA[CRM Lead Analyst]     CLA --- SA[Support Analyst (x2)]     CLA --- CA[CRM Analyst]         </pre>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Support CRM Lead Analyst and Support Analyst in Technical analyst of existing DB estate and new Dynamics CRM system</li> <li>Assist with Data Transfer projects meeting GDPR compliance and Data best practice</li> <li>Assist Information Systems Team with Cause, Impact, Resolution Analysis of Incidents, support requests and Projects within ITIL framework</li> <li>Implement change management, knowledge management and continuous improvement processes within our Service Desk - Freshdesk.</li> </ul>	

<p><b>Contractual information</b></p> <ul style="list-style-type: none"><li>Contract type: Permanent</li><li>Hours: 35 hours per week (full-time)</li><li>Pay range: £36,254 - £39,880</li><li>Band: 5</li></ul>	
<p><b>Key working relationships internal</b></p> <p>IS Development Team and Support Desk, Data Strategy Programme Team and Data Manager, Information Governance Team, Engagement and Fundraising and Operations Directorates, Heads of Teams, Staff throughout the organisation Contact Centre, Business Support Team and Digital Programme Manager</p>	
<p><b>Key working relationships external</b></p> <p>Third Party suppliers contracted to support Diabetes UK applications External resources brought in to support project delivery (e.g., technical contractors) Freshservice, Advanced NG, CRM Vendors</p>	

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

**Key activities – What you need to do**

Improving Delivery	Managing Resources	Collaborating with Colleagues	Making Change Happen
<ul style="list-style-type: none"> <li>▪ Support definition of working practices for the Information Systems and Support Team to provide management of CareNG CRM and Transition to Dynamics CRM.</li> <li>▪ Review Technical Documentation for Team processes/procedures within DUK Service Desk</li> <li>▪ Design and operationalise data loads and extractions, to facilitate the successful loading of data into the CRM from external business partners and transfer of data to our Azure Data warehouse.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Work with the Information Systems &amp; Engagement Manager to establish clear roles and responsibilities to manage problem resolutions and change requests.</li> <li>▪ Act as Subject Matter expert for NG CRM and Dynamics CRM, with the technical teams, internal/external to support deployment of enhancements.</li> <li>▪ Support the Team with escalated support Tickets to ensure issues are resolved within standard SLA's</li> </ul>	<ul style="list-style-type: none"> <li>▪ Liaise with users to establish new requirements for our CRM and to improve functionality and use of system.</li> <li>▪ Use your strong technical skills and ability to work with third parties and developers, to Support data driven projects and complex technical solutions to satisfy the requirements of the organisation.</li> <li>▪ Communicate technical issues and limitations of CRMs out of the box capability to a non-technical audience.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Manage changes and improvements to CRM by, performing impact assessments, identifying risks and managing stakeholder expectations.</li> <li>▪ Manage tech and non-tech dependencies to ensure that the impact is understood by the technical teams and delivery is successful.</li> <li>▪ Facilitate discussions with technicians and non-technicians during Change request scoping</li> </ul>

**Skills, knowledge, experience and behaviours – How you need to do it**

Improving Delivery	Managing Resources	Collaborating with Colleagues	Making Change Happen
<ul style="list-style-type: none"> <li>• Analyse CRM strategies (including CRM extensions, upgrades, migrations, replacements), and ensure all data entry, maintenance and data cleansing activities are performed to the highest possible standards</li> <li>• Experience of managing and delivering a charity CRM support services and a clear understanding of CRM membership, Event and Fundraising functionality and know how to best deliver requests and changes sustainably and consistently</li> <li>• Ability to support wider IT Teams Change, Dynamics CRM implementations, Data ETL processes with precision and supporting process documentation</li> <li>• Intermediate TSQL, MS SQL Server knowledge and experience – stored procedures, Functions, aggregations</li> </ul>	<ul style="list-style-type: none"> <li>• Implement monitoring and controls to via Scripting, SQL code and process management</li> <li>• Manage conflicting priorities effectively and putting in place processes to assist team with these.</li> <li>• Work independently and time manage with minimal supervision; to self-learn technical tools and systems, to complete your administrative tasks and draft documentations</li> <li>• High-level of IT literacy</li> </ul>	<ul style="list-style-type: none"> <li>• Manage your deliverables/your milestones when involved in IT projects and be aware to cascade information with peers and management where appropriate</li> <li>• Be effective interface and communicator between business Teams and IT projects</li> <li>• Outstanding written, oral communication skills and inter-personal skills with the ability to clearly communicate with non-technical audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Be hands-on and dedicated to ensuring change is implemented to time, cost and to a high standard, including complete documentation</li> <li>• Understand end-to-end data flows with external parties to/from the CRM systems and support changes impacting these</li> <li>• Analyse, compose, and communicate effective Issue analysis</li> <li>• Demonstrate aptitude to transition from MS SQL Server platform to Azure + Dynamic CRM platform</li> </ul>