

**THE ART FUND
JOB DESCRIPTION**

Job Title	CRM Senior Manager, Donors and Stakeholders Business Lead
Department	Development
Reports to	Development Director
Purpose of Role	
<p>Act as one of two product owners for the CRM and its integrations, managing continuous improvement to the Art Fund’s CRM using Agile, and working with other Art Fund product owners and technical suppliers to ensure optimal cross system data and technical architecture to support Art Fund’s evolving business processes.</p> <p>Act as a data expert and business lead within Development to drive forward the use of data and the configuration of the system to maximise business benefit and contribute to Development meeting key business objectives.</p>	
Key Accountabilities	
<p><u>Data management</u></p> <p>Create and enforce policies to manage data effectively within the Art Fund’s systems. Ensure that information flows securely to and from systems, including maximising system performance. In addition, develop techniques and routines to manage and maintain data quality to ensure adequacy, accuracy and legitimacy of data.</p> <p>Contribute to the development of Art Fund’s overall data model and work with other data owners within Art Fund to implement this model to ensure cross system data integrity and reporting, maximise efficiency across the organisation and meet business objectives.</p> <p>Identify where data should be externally sourced (eg data on museums and galleries, artists, UK geographical regions etc), determining the best source for it and prepare or specify feeds that synchronise with Art Fund’s data architecture across systems.</p> <p>Work with Head of Technical Programmes to ensure Art Fund data is protected from security breaches and data losses, troubleshoot data-related problems and authorise maintenance or modifications to customer and product data flows or systems.</p> <p>Monitor Data Protection and Fundraising Regulator guidance affecting data held in relation to one to one relationships and share with/advise data owners and Compliance Group as appropriate.</p> <p><u>CRM management and use</u></p> <p>Lead the development and design of the system to meet the agreed business objectives, priorities and needs within your business area, maximise the impact and use of the system and work with teams to plan improvements and deployments, as well as train system users. Working to a brief from a business owner produce bespoke reports to support donor and stakeholder management, to monitor business performance and to identify trends in stakeholder data.</p> <p>Collaborate with other Art Fund product owners to translate business owners’ requirements into component user stories across technical systems. Prioritise the backlog of user stories across all Art Fund systems, taking account of the dependencies between each technical system’s backlog.</p>	

Co-ordinate the testing and delivery of the component user stories that make up the overall business requirement, identifying the appropriate testing strategy in each case and adhering to Art Fund's agreed release schedule.

Manage internal communications around delivery with your business area, including communicating complexity, costs and timescales for delivery.

Work with the other CRM Senior Manager, external providers and internal IT resource to maintain the CRM and its integrations, including determining scheduling of system upgrades, bug fixes and overall management of tech debt.

Work with the other CRM Senior Manager to ensure adherence to legal and Art Fund standards, oversee role profiles and permissions settings. Maintain training materials and documentation in support of use of the CRM.

Other business support

Work closely with other Art Fund product owners to ensure data is synchronised between systems. Set up or provide reporting as required and ensure data can be analysed and reported across systems.

Set up reporting and undertake analysis to support business area performance. Manage projects to look at specific areas of business performance or use data modelling or establish metrics to aid decision-making, providing management information and reporting.

Identify and analyse trends in data to support the business area and inform decision making or strategy development. From time to time work with them to commission external analysis or data modelling, including taking responsibility for maintaining data in any models built for long-term decision-making.

Other Activities, Duties and Responsibilities

Mentor and coach junior colleagues, including Data Assistant, as directed.

Actively participate in the wider life of the Art Fund

Undertake other duties as requested by the Art Fund from time to time

Reporting Lines (Can signify on an Organisation Chart and attach on separate sheet if necessary).

Include who the role reports to, and any responsibility for supervising other staff.

Reports to:

Director of Development

Works closely with:

Head of Technical Programmes, CRM Senior Manager, Development team, product owners for DAM, Grants, Finance, Web CMS, IT & Infrastructure Support Manager

Other Relationships/Service Provider to:

Development Team, Policy Manager, other staff responsible for key stakeholder relationships, Finance & Resources Team.

Externally:

FelineSoft (CRM providers), Online Solutions (web developers) and other third-party providers.

PERSON DESCRIPTION

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Substantial experience of using Microsoft Dynamics 365 in fundraising or sales. • Experience of “agile” implementation processes, including backlog management and sprint planning • Proven experience of acting as a service provider to a fundraising or sales team • Proven experience of testing – including UAT and maintenance of test environments • Proven experience of working closely with technical suppliers • Experience of developing user stories to support business processes • Experience of training and supporting non-technical colleagues in their use of technical systems 	<ul style="list-style-type: none"> • Experience of bringing about cross-organisational behavioural change • Experience of cross platform reporting tools such as Power BI
Knowledge	<ul style="list-style-type: none"> • Excellent knowledge of Dynamics 365 and how it fits into wider technical architecture • Familiar with Teams and Sharepoint. • Understanding of GDPR and data security. 	<ul style="list-style-type: none"> • Educated to degree level or equivalent
Skills/Abilities/Competencies	<ul style="list-style-type: none"> • Solution orientated with excellent creative thinking and problem-solving skills • Ability to communicate effectively in writing and in person between system users and technical suppliers • Strong data manipulation skills – intermediate level in Excel • Ability to work in a collaborative style using collaborative work tools and techniques • Ability to manage multiple projects and prioritise own workload, with minimum supervision 	
Personal Attributes	<ul style="list-style-type: none"> • Willingness to work as part of a team with a flexible, helpful and supportive attitude • Commitment to coaching others and sharing own expertise • A desire to work across teams with colleagues to find solutions 	