

JOB DESCRIPTION AND PERSON SPECIFICATION

Job title	Data & CRM Manager
Salary	£35,000 - £38,000
Contract Type	1-year fixed term contract post (maternity cover)
Start date	From 7 June 2021
Location	Tamworth
Department	Finance & Data
Reports to	Head of Finance & Data
Line management	Line management of two posts: <ul style="list-style-type: none"> • Website Officer • Membership administrator
Role Objectives	<ul style="list-style-type: none"> • Ensure clean and consistent data across all sources with a robust framework around change requests. • Manage and maintain websites and CRM through a clear framework. • Produce regular MI to support organisational growth and reach. • Support the Head of Finance & Data as necessary. • Collaboration with the Head of Sales and Marketing as necessary. • Data Protection Officer for the nasen family.
Responsibilities	<ul style="list-style-type: none"> • Play a leading role in creating robust data integrity protocols ensuring organisational understanding of the importance of accurate and reliable data. • To ensure that membership records are maintained accurately and securely. • Work in collaboration with the Marketing team to support the promotion of nasen through social media, direct communications and marketing. • Provide regular supervisory, professional review support and management to members of the Data & CRM Team. • To work in partnership with the Sales and Marketing Team on the maintenance and development of the nasen website. • To own the development, implementation and maintenance of nasen's CMS and CRM systems. • To produce regular reports highlighting trends and topical issues for nasen and the Senior Leadership Team. • Work with the Education Team to produce relevant data analysis and reporting. • To safeguard the integrity of nasen's membership database/CRM by adhering to GDPR in relation to the use of member's personal data and their rights under the legislation. • To provide information, advice and guidance to the membership network, staff and associates. • To attend meetings with key stakeholders on behalf of nasen, as required.

	<ul style="list-style-type: none"> • To support nasen projects and programmes, as required. • To undertake relevant training and development, as required. • To undertake other duties and responsibilities as required, appropriate to the grade of the post, as agreed with the Head of Finance & Data.
Privacy Notice	www.nasen.org.uk/nasen-policies-and-legal

	Person Specification
Education and Qualifications	<ul style="list-style-type: none"> • Educated to degree-level standard or equivalent experience, with GCSE passes in English Language and Mathematics or equivalent. • Professional qualifications in data management, marketing, communications or other equivalent relevant qualifications (desirable)
Knowledge and Experience	<p>Essential</p> <ul style="list-style-type: none"> • Experience of managing data ensuring accuracy and integrity. • Experience of maintaining a CRM, Website and/or CMS system. <p>Desirable</p> <ul style="list-style-type: none"> • Experience of Salesforce CRM • Experience of Drupal • Experience of working in the voluntary sector. • Experience of working in an education environment. • Experience of working within the field of SEND.
Specific skills and behaviours	<ul style="list-style-type: none"> • Demonstrable ability to quickly establish personal credibility, and to develop and maintain effective working relationships with groups and individuals with differing perspectives and agendas using strong negotiation and closing skills. • Ability to work collaboratively and in partnership with individuals, groups, organisations and stakeholders internally and externally. • Excellent attention to detail. • Excellent written communication skills across a range of channels for a variety of audiences. • Proven ability to manage multiple simultaneous projects. • Excellent prioritisation and personal time management skills including the ability to deliver work to agreed timescales and standards. • Excellent interpersonal, communication and presentation skills. • Excellent IT skills, with good knowledge of Microsoft packages, membership databases, CRMs, CMSs, and social media platforms. • Web development and programming skills would be a significant advantage in this role (desirable). • A commitment to equality and diversity.