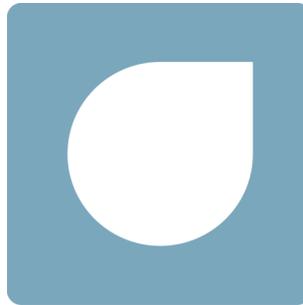




WaterAid/Joey Lawrence

Job description

CRM Project Manager



London

**Full-time,
Fixed term contract (12 months)
Grade 3**



About the role



Team description

The Performance and Insight Department plays a vital role in the administration of WaterAid's funds, data and supporter service through the day-to-day management and development of our CRM and BI systems. The department also comprises of an insight function, championing the role that insight can play in improving the efficiency and effectiveness of WaterAid's communication and fundraising efforts, ensuring that everything we do is data driven and insight led.

Job purpose

Two years ago WaterAid moved from using Raiser's Edge to using Microsoft Dynamics CRM. In that time there have been many developments and improvement made to the CRM system in order to meet the needs of the day to day users. Presently, the CRM is predominantly used by the Communications and Fundraising directorate. The scope of this project is to re-establish the needs of users within the directorate, but also to pave the way for the roll out of the CRM to the whole organisation. In doing so the role holder will engage colleagues at all levels in the use and benefit of the CRM system. The project manager will be responsible for controlling, executing, monitoring, and closing the project.

Accountabilities



Accountabilities

Team and Matrix Management

1. Set the vision and provide influential leadership, and management, over Database and System Development officers during the project;
2. To plan, monitor and evaluate the work of the Project Team, taking responsibility for performance and where appropriate, identifying and ensuring any improvements are delivered as required;
3. To deputise, as appropriate, for the Project Lead;

Process Management

4. To take responsibility for the project objectives as agreed by the Project Steering Group;
5. Ensure that the project is controlled effectively using the project plan, scope management, and resourcing and finance processes;
6. Maintain the project controls and use them to drive the delivery of the project, proactively identifying and managing project risks and issues, taking actions to mitigate or resolve;
7. Follow the project communication plan, providing regular status reports that support effective decision making within the project, and taking into consideration remote stakeholders;
8. Carry out activities within the project to create deliverables. This may include change management, feasibility assessments, and reprioritisation exercises;
9. Ensure that adequate recovery processes are in place before project commencement;
10. Oversee final quality assurance on project, reviewing accuracy of output and compliance to the requirements;

Key relationships

11. To build and maintain relationships with all members of the Project Group, in order to re-establish and re-prioritise internal stakeholder requirements of all systems within data ecosystem (including the CRM, the Data Warehouse and Integration Hub).
12. To actively engage colleagues at all levels, and beyond the Communications and Fundraising directorate, in the use and benefit of CRM;
13. To work with the Project Lead and Database Manager to ensure adequate resource is assigned to the Project;
14. To work closely with the IS Team to ensure that any changes made in the course of the project adheres to their protocols and preserves high performance of our systems;
15. To work with the Performance and Insight department managers to ensure a collaborative approach to working is fostered allowing us to make the best use of team resources and knowledge;

Approach to work

16. To act as the team's expert in project management and to represent the team in project meetings;
17. To lead on reviewing processes managed within the Systems team, with a view to improving efficiencies and optimising outputs;
18. To ensure processes and practices are in place to support teams to effectively carry out activities in order to achieve project objectives;
19. To bring knowledge of CRM systems, data protection, and fundraising and best practice into the decision making processes for the project.

Person specification



Essential skills

- Proven experience of project management, delivering on-time, on-budget and on-specification.
- Experience of leadership and coaching over indirect line reports.
- Experience of managing administration and quality of a project.
- Ability to communicate and negotiate with stakeholders at various levels.
- Aptitude for scheduling work streams and managing task loads.
- Thorough understanding of risk management.
- Extensive experience of working with CRM and data systems.
- Excellent critical thinking, business analytics and problem solving skills.
- Degree or equivalent qualification or experience

Desirable skills

- A level of understanding regarding working in the charitable sector, particularly international development.
- Experience of Microsoft Dynamics CRM, specifically 2015.
- Ability to manipulate data using SQL and SSIS.