**CRM Manager**

**£33,902 FTE (0.8 = 4 days per week)**

**30 hours – part time**

**Are you a data-driven problem solver looking to make a meaningful mark?**

At St Catherine’s Hospice, we’ve recently launched a refreshed brand to mark our 40th anniversary —and we’re looking for a CRM Manager who’s excited to help bring it to life through targeted and meaningful supporter communications.

As CRM Manager, you’ll play a key role in developing how we connect with our community—using insight, automation, and personalisation to strengthen relationships and grow support. This is a great opportunity to take ownership of your area, contribute ideas, and help shape a data-led, supporter-focused approach as part of a passionate and collaborative team.

If you're a data-driven communicator who wants to do purposeful work that makes a real difference—we’d love to hear from you.

**About the Role**

As CRM Manager, you will:

* **Develop and implement a CRM strategy** that enhances supporter engagement, stewardship, and lifetime value.
* **Lead data-driven communications** and marketing automation to boost relevance and timely engagement.
* **Manage and optimise the CRM system** to support segmentation, reporting, and evolving organisational needs.
* **Collaborate across teams** (Fundraising, Retail, Catering, Education, etc.) to align CRM activity with wider goals.
* **Analyse data** to inform strategy and champion data quality, integrity, and insight-led decision making.
* **Stay informed on CRM best practices** and recommend system improvements to support a single customer view.

**What We’re Looking For**

* **Experience**: Proven success managing CRM systems and marketing automation tools to create communications that stand out - with a strong grasp of supporter journeys, segmentation, and personalisation.
* **Data-Driven Approach**: Skilled at using data insights to improve communication performance, trigger automation, and deliver more relevant, timely content.
* **Technical Knowledge**: Confident working with CRM and email platforms (e.g. Salesforce, HubSpot, Mailchimp), with an understanding of GDPR and data protection in a marketing context.
* **Project & People Skills**: Excellent communicator and collaborator, able to manage projects, engage stakeholders, and work across teams to deliver shared goals.
* **Values-Driven**: Emotionally intelligent and compassionate, with a flexible, proactive approach and a genuine commitment to our hospice’s values and mission.

**Why Join Us?**

There’s never been a more exciting time to join **St Catherine’s Hospice**. Since 1985, we've provided expert, compassionate care to those who need it the most —and now we're looking ahead to the future with a bold new brand and renewed ambition.

By joining our team, you’ll play a meaningful role in shaping that future. You’ll join a supportive, purpose-driven team with opportunities to grow professionally while making a tangible impact on our community.

**What We Offer**

* Competitive salary
* 36 days annual leave (inclusive of bank holidays) and an additional day off on your birthday or nearest working day
* Access to an employee assistance programme with a wealth of wellbeing resources
* Competitive pension scheme
* Life insurance
* Hybrid working opportunities
* On-site free parking
* A chance to use your skills for a cause that makes a difference every day
* Opportunity to work on meaningful, high-impact projects
* A supportive environment that values innovation and creativity

**Apply Today** Ready to make a real difference? Submit a CV and covering letter by **21st July 2025 at 5pm.**

**Interviews will take place on 7th August 2025**