CRM Manager

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| Job description |

Department:  **Marketing**

Location: **St Catherine’s Hospice**

Responsible to: **Marketing Manager**

Salary: **£33,902 pro rata per year**

**0.8 FTE, 30 hour per week**

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| Job Summary |

The CRM Manager is responsible for leading a data-driven approach to supporter engagement across the hospice’s communications. Working closely with teams across fundraising and marketing, the role supports the strategic development and delivery of email and direct marketing activity, with a focus on improving frequency, relevance, and personalisation.

The role is accountable for developing and implementing automated, trigger-based communications that respond to key supporter actions, such as donations or event registrations. It also leads on mapping and improving supporter journeys, strengthening stewardship activity, and ensuring the CRM system is fit for purpose and effectively used.

Through expert use of data and insight, the CRM Manager plays a critical role in deepening relationships with supporters and enhancing the effectiveness of our communications over time.

This role marries the management of supporter data so we can better understand our supporter base and their trigger points and the ability to utilise automation software to build efficient and effective supporter journeys to increase engagement and lifetime value

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| **Main Duties and responsibilities** |

Duties include:

* **Develop and implement a CRM strategy** that enhances supporter engagement, stewardship, and lifetime value.
* **Lead a data-led approach** to email and direct marketing communications, improving frequency, relevance, and personalisation.
* **Design, map, and optimise supporter journeys** across various touchpoints, ensuring a seamless and engaging experience.
* **Drive the implementation of trigger-based marketing automation**, ensuring timely, action-based communications (e.g. after donations or event sign-ups).
* **Manage and optimise the CRM system** to ensure it meets the organisation’s evolving needs, including segmentation, reporting, and automation capabilities.
* **Work closely with teams across the organisation including Fundraising, Retail, Promotions, Catering and education** to align CRM activity with broader supporter engagement and income goals.
* **Analyse campaign performance** and supporter behaviour to provide actionable insights and inform ongoing strategy.
* **Champion data quality and integrity** to support effective targeting, reporting, and decision-making.
* **Stay up-to-date with CRM and marketing automation best practices**, tools, and technologies to drive continuous improvement. Review hospice software /systems and recommend improvements in functionality/ usage or alternative software / systems
* **Inform the organisation’s data strategy**, providing insights and recommendations with the aim of creating a single customer view

Volunteers:

The Hospice has the advantage of being supported by a number of volunteers.

If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

Confidentiality:

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

Data protection:

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

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| **Person specification** |

**Qualifications: Essential**

* Degree or equivalent experience in **Marketing**, **Data Analytics**, **Business**, **Communications**, or a related field.

**Qualifications: Desirable**

Professional certifications

* CIM (Chartered Institute of Marketing)
* IDM (Institute of Data & Marketing)
* Salesforce, HubSpot, or other CRM platform certifications

**Relevant experience: Essential**

* Proven experience in CRM management, marketing automation, and data-led communications.
* Strong understanding of supporter/customer journey mapping and personalisation techniques.
* Experience with CRM platforms and marketing automation tools (e.g. Salesforce, HubSpot, Dotdigital, Mailchimp, etc.).
* Experience of identifying data points and developing data briefs to create triggers to drive automation
* Demonstrated ability to use **data and segmentation** to improve communication performance

**Relevant experience: Desirable**

* Experience of onboarding a new CRM and or Marketing Automation Software into an organisation
* Experience within a **charity or nonprofit** setting
* Experience building emails within a platform

**Key Skills and Abilities: Essential**

* Excellent data analysis skills with the ability to translate insights into action.
* Strong project management and stakeholder engagement skills.
* Understanding of GDPR and data protection regulations in a marketing context.
* Passionate about using technology and data to build meaningful supporter relationships
* Excellent team player with the ability to influence.

**Other:**

* Commitment to personal and professional development
* An understanding of and demonstrable commitment to the hospice’s values of caring, compassionate and committed, as a framework for decisions, actions and behaviours.
* Understanding and commitment to the aims of Equality, Diversity and Inclusion
* Appreciation of confidentiality
* Flexible and proactive working approach
* Able to work flexibly outside normal working hours if needed (time off in lieu policy applies)
* Sufficient personal resources to work in a palliative care setting