

**Name:**

**Department (and Section where appropriate):** IT Services

**Grade:** G3

**Job Title:** CRM Systems Manager

**Immediate Line Manager (Job Title):** Steve Reeve, Systems Manager

**Job Purpose**

The purpose of the role is to manage, support and continually improve the implementation of Microsoft Dynamics 365 and Microsoft SharePoint to Campden BRI users through effective liaison and engagement with relevant stakeholders.

**Main Duties (including % of time spent)**

- Dynamics 365 (60%)
  - Manage the relationship between Campden BRI and the CRM vendor.
  - Increase the utilization of Dynamics 365 through user engagement, workflows to support business processes and providing reports for information requests.
  - Provide support and training to staff on an on-going basis to best utilize the systems.
  - Implement and Improve how to guides and resolve user issues.
  - Work with marketing and business development, as required.
  - Continually Improve the Dynamics 365 system as the single point of contact for Campden BRI users, whether by phone, email or web portal
  - Working closely with other team members, establish and enforce service level agreements in consultation with end users to meet resolution expectations
  - Working closely with other stakeholders to ensure required levels of integration are implemented and fit for purpose.
  - Ensure suitable escalation of issues is being undertaken where required
  - Monitor fixes to ensure problems have been adequately resolved
  - Identify, recommend, develop and implement (in liaison with HR) end user training programs to increase effectiveness of Dynamics 365
- SharePoint (20%)
  - Review and optimize SharePoint deployment
  - Assist with designing SharePoint for optimal ROI
  - Increase the utilization and adoption of Dynamics 365 through user engagement,
  - Provide support and training to staff on an on-going basis to best utilize the systems
  - Working closely with other team members, establish and enforce service level agreements in consultation with end users to meet resolution expectations
  - Ensure suitable escalation of issues is being undertaken where required
  - Monitor fixes to ensure problems have been adequately resolved
- Procedures (20%)
  - Develop, maintain and document standard operating procedures in alignment with the ITIL framework
  - Design and enforce request handling and escalation policies and procedures
  - Oversee the production of suitable work instructions within the team

**Other**

The profile above is not an exhaustive list of activities which the role holder may be required to undertake. The Company may require the role holder to perform other duties as the Company deems necessary to fulfil the requirements of the role.

**Knowledge, Skills & Experience**

- Degree in relevant subject or equivalent professional experience (ideally 5+ years)
- Well-developed communication skills.
- Logical thinking and excellent technical problem-solving skills
- Multi-tasking and ability to balance work priorities under pressure
- Knowledge/experience of database design
- 2-3 Years working with Dynamics 365 including system administration, user support and user training
- ITIL Foundation preferable

**KEY TASKS & RESPONSIBILITIES**

**1. Communications**

- Verbal and written communication to impart and discuss complex technical detail with audiences having both specialist and non-specialist knowledge.
- Proactive communication of information to Section Leaders and HoD and cascaded information and instructions to team members.
- Training and presentation to staff at all levels
- Produce reports aiding business intelligence

**2. Analytical Skills & Creativity**

- Analysis of complex technical and business information and development of plans based on these inputs.
- Ability to assimilate multiple information streams and opinions to make sound decisions/recommendations and offer a structured approach to problem solving.
- Ability to balance longer term objectives and deliver against shorter term deadlines with variable notice periods.

**3. Management of Activities**

- Responsible for CRM (future planning throughout the lifecycle)
- Assisting with CRM deployment (project management and vendor management)
- Managing changes to CRM (change management)
- Ensuring compliance against legal requirements (e.g. for licensing, data protection), business management requirements including internal audit schedules.

**4. Management of People**

Divisional Director - Head of Department – Systems Manager - - JOB HOLDER

- Day to day co-ordination of others required for training

**5. Management of Finance & Resources**

- Management of CRM software
- Management of changes to software in accordance with best practice
- Contributing to management of CRM vendor relationship

**6. Autonomy & Accountability**

- Reporting to the Systems Manager, however empowered to work under own initiative
- initiate and contribute to departmental activities outside direct sectional focus following consultation with line management.
- Ability to carry out duties independently with little supervision required

**7. Working Environment**

- Primarily office based
- Manual handling (lifting and moving, sometimes in pairs) required to relocate IT hardware.
- Travel to other offices including Europe

**8. Other designated job roles** (Please tick those applicable)

Quality Co-ordinator  
 Safety Co-ordinator  
 First Aider  
 First Aid Leader  
 Fire Officer  
 Fire Leader  
 Software Co-ordinator  
 Trained internal Auditor  
 Equipment Officer  
 Departmental Archivist  
 Hygiene Manager  
 Process Hall Manager  
 Event Director  
 Risk Assessor  
 Biological Safety Officer  
 Safety Representative  
 Safety Committee Member  
 Sample Receipt Steward  
 Authorised Driver (in line with Car Policy)

**DSE User**

**Manual Handler**

**Signed & Dated**

Job Holder ..... Date .....

Line Manager ..... Date .....