

# CRM and Data Protection Manager Job Description



<b>Job Title:</b>	CRM and Data Protection Manager		
<b>Hours:</b>	37.5 hours (PT considered for exceptional candidates)	<b>Status:</b>	Fixed Term – 18 month contract
<b>Reporting to:</b>	COO	<b>Responsible for:</b>	N/A
<b>Responsible for:</b>	N/A		
<b>Location:</b>	Hybrid working – SpecialEffect Office, Charlbury / max 2 days WFH each week		
<b>Date produced:</b>	16/12/2024	<b>Date for review:</b>	15/12/2025

SpecialEffect is an award-winning UK charity that exists to help people with severe physical challenges to get more out of life by giving them access to video games and technology. Known as *The Gamers' Charity*, the games industry and gaming communities are at the heart of both our work and those who make that work possible – our invaluable supporters.

## Main purpose of job:

The CRM and Data Protection Manager is a new role that will be an integral part of SpecialEffect's Operations Team, serving the needs of the whole Charity. The successful candidate will ensure our CRM system houses good quality, safe and secure data, that we can use to help us understand more about our supporters, partners and the people who use our services. This role has four main purposes:

1. To ensure SpecialEffect's CRM system and data is fit for purpose, Data Protection and GDPR compliant, well managed and fully integrated with other internal systems and third-party software applications
2. To train staff in how to use the CRM and demonstrate the opportunities and potential of the system, so all teams can properly utilise the data we hold
3. To help the Charity realise its data insight ambitions, both in illustrating the impact of SpecialEffect's work and guiding fundraising and communications strategy going forward
4. To act as Data Protection Lead for the Charity, ensuring that all policies and procedures comply with the law and respond to Right to Be Forgotten, DSAR requests and data breaches as required

## Main Areas of Responsibility - CRM:

- Day-to-day maintenance of the CRM, including general user-support, responding to CRM enquiries from staff, investigating any issues, problem-solving and identifying new solutions

# CRM and Data Protection Manager Job Description



- Help define and design user access roles, responsibilities and processes across SpecialEffect's Service Delivery, Fundraising and Communications, and Operations teams
- Working with key representatives from each team to ensure data is captured and used efficiently and securely, as part of a robust data management strategy
- Managing the relationship with external CRM implementation partners, software providers and the Charity's IT support and ensuring good ongoing communication between them where required
- Developing and delivering a comprehensive training programme to staff, including inductions, one to one support, and user guides, to promote effective use of the CRM system and data management by all
- To regularly educate internal teams about the opportunities and potential of the CRM system to help improve efficiency and drive innovation
- To produce relevant reports for all teams, deepening understanding of our service users, supporters, helping to identify patterns and quantify impact
- To champion the use of data and insight to drive areas like individual giving and partnerships fundraising, increase the effectiveness of communications (including email newsletters and impact reports) and improve the experience of service users
- Keep up-to-date with new developments in the CRM space that may be of use to the Charity

## Main Areas of Responsibility - Data Protection:

- Oversee SpecialEffect's compliance with GDPR, ensuring policies processes, and asset registers are all up-to-date and fit-for-purpose
- Manage SpecialEffect's relationship with our external data protection auditors and legal advisors
- Support the Office and Finance Manager and external IT Support partners in ensuring all our data is stored in a secure and GDPR compliant way
- Work with the Office and Finance Manager and other teams to resolve Right to be Forgotten requests
- Work with senior management to respond to DSAR requests in compliance with the law
- Work with senior management to investigate suspected data breaches and take appropriate action
- Keep up-to-date with new developments in Data Protection legislation

# CRM and Data Protection Manager Job Description



## Other Responsibilities:

- Adhere to and comply with organisational policies, procedures and guidelines at all times
- Take responsibility for personal health and safety and that of colleagues and visitors
- Implement Risk Management Strategies and other procedures
- Comply with the Charity's policy on confidentiality and the Data Protection Act
- Act at all times in a professional and responsible manner and have due regard to confidentiality and Health & Safety legislation
- Support with other relevant and related tasks that may be required as directed by the COO

## Key working relationships:

- COO, Senior Management, Service Delivery and Fundraising and Communications Team Leaders, Office and Finance Manager, external partners (as outlined above)

# CRM and Data Protection Manager Job Description



## Person Specification:

Factors	Essential	Desirable
<b>Knowledge, Experience, Qualifications, Professional Memberships &amp; Training</b>	<ul style="list-style-type: none"> <li>• Deep and demonstrable understanding of how to effectively manage and develop CRM systems, with specific knowledge of Microsoft Dynamics</li> <li>• Knowledge of the Charity sector and internal charity processes (eg. data subject confidentiality, donor support, data-driven marketing campaigns)</li> <li>• Experience of understanding the data management needs of a variety of business functions (eg. service delivery, fundraising, operations)</li> <li>• Experience of managing relationships with third party CRM product providers</li> <li>• Experience of having dealt with Right to be Forgotten, DSARs and potential data breaches</li> <li>• Experience of providing practical support or delivering training for CRM systems</li> <li>• Working knowledge of the principles of the Data Protection Act 2018 and the General Data Protection Regulations 2018 and how they relates to the storage, retention and use of personal data</li> <li>• Working knowledge of Microsoft Office computer software packages</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of presenting data insights in clear and engaging ways</li> <li>• Proven interest and awareness of new developments in the CRM and data protection space, including the implications of AI, changing legislation, etc.</li> <li>• Experience of working on digital marketing, email, fundraising and other data-driven campaigns</li> <li>• Experience of producing charity impact reports</li> <li>• General IT Support/ IT Management experience</li> </ul>
<b>Communication, Engagement &amp; Relationships</b>	<ul style="list-style-type: none"> <li>• Exceptional and proven communication skills, both written and verbal</li> <li>• Excellent attention to detail and ability to pick up on errors in data</li> <li>• Empathy with the Charity's mission, aims and objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to communicate complicated information and instructions in a way that caters to all abilities and level of technical proficiency</li> </ul>
<b>Team Skills</b>	<ul style="list-style-type: none"> <li>• Have a committed and conscientious approach to work</li> <li>• Have a responsive, cheerful and helpful manner and empathy for others</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in sensitively implementing change and transformation</li> </ul>

# CRM and Data Protection Manager Job Description



	<ul style="list-style-type: none"> <li>• Have proven reliability, excellent time-keeping and attendance record</li> <li>• Be able to work equally effectively whether as part of a team or independently</li> <li>• Ability to communicate effectively both in writing and verbally</li> <li>• A real team ethic in working across the Charity as a whole</li> </ul>	
<b>Analytical, Problem Solving &amp; Judgement Skills</b>	<ul style="list-style-type: none"> <li>• Excellent collaboration and problem-solving skills</li> <li>• Be flexible, prepared to change priorities as required, and capable of using initiative, tact and discretion</li> <li>• Maintain confidentiality as required, especially concerning sensitive data</li> <li>• Have excellent data analytical skills</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to identify where efficiencies and improvements can be made to existing ways of working and processes</li> </ul>
<b>Planning &amp; Organisational Skills</b>	<ul style="list-style-type: none"> <li>• Experience of successfully managing major projects from beginning to end</li> <li>• Able to methodically plan, manage, monitor, advise and review risks and issues and provide resolution</li> <li>• Ability to organise, plan and prioritise on own initiative, including when under pressure and meeting deadlines</li> <li>• Possess excellent organisational and time management skills</li> </ul>	
<b>Standards &amp; Compliance</b>	<ul style="list-style-type: none"> <li>• To be able to operate competently regarding managing data and information in accordance with the Data Protection Act 2018 (DPA) and the General Data Protection Regulations 2018 (GDPR)</li> </ul>	
<b>Equality, Diversity &amp; Inclusivity</b>	<ul style="list-style-type: none"> <li>• To operate with respect and inclusivity for all</li> <li>• To recognise the positive differences in others from an equality and diversity perspective</li> </ul>	
<b>Personal / Professional Development</b>	<ul style="list-style-type: none"> <li>• Evidence of professional development, with a keen interest to further develop skills</li> </ul>	

This job description is a broad reflection of current duties, but it is not exhaustive. It will be reviewed on no less than an annual basis to reflect priorities and developments during the on-going appraisal and performance review process and any organisational change arising.