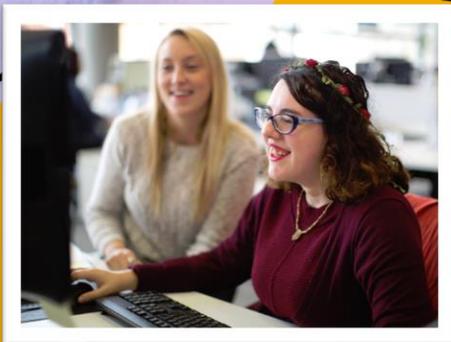


# Role Profile: Digital CRM migration specialist



## About you

An experienced digital marketer who is process and data driven and wants to join a vibrant and dynamic team who is passionate about making the UK the best place to live for people with a learning disability.

## What you will do

- Working closely with the CRM project manager, you will be responsible for defining digital data points and mapping digital data flows through to the new CRM and Marketing Cloud.
- You will support the CRM steering group in defining digital user journeys and optimising the configuration of our new CRM and Marketing Cloud to ensure we optimise their functionality to ultimately raise vital funds and mobilise key audiences to support people with a learning disability.

## What you will bring

- Ability to manage multiple projects, juggle priorities and work to deadlines.
- Ability to build strong, positive working relationships with internal and external stakeholders.
- Excellent analytical skills.
- Enthusiastic, proactive and self-motivated.
- Strong attention to detail.

## Your experience

- Extensive experience and understanding of digital marketing platforms and CRM databases.
- Excellent project management, user journey and data mapping experience.
- Experience working within fundraising and or campaigning teams.
- Experience of Salesforce, Marketing Cloud.
- Experience of Impact Stack, Dot Digital an advantage



## About the Role

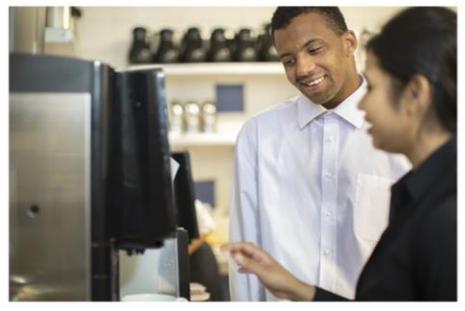
**Salary:**  
**£36,253**

**Hours:**  
37.5 Monday-Friday

**Contract:**  
Fixed term -12  
months

## Key Responsibilities

- Work across Fundraising & Campaigns with the CRM steering group to define user journeys for digital marketing within the new CRM and Marketing Cloud.
- Analyse and define data points to map data into the new CRM and Marketing Cloud to allow digital marketing to be optimised.
- Working with the business analyst, create a project plan and timelines to set up the new CRM and Marketing Cloud to go live.
- Work with the CRM implementation partner to ensure the new CRM and Marketing Cloud is optimised for digital marketing for fundraising and campaigning.
- Support with the innovation and development of new CRM and Marketing Cloud.
- Define the processes and set up functionality for the creation of digital and offline supporter journeys from the CRM database through to Marketing Cloud.
- Manage relationships with key stakeholders from the Fundraising team, Campaigns team and the Communications team.
- Ensure processes and data flows are clearly documented and produce user guides for digital marketing.
- Work collaboratively and positively with colleagues in Fundraising and Campaigns and other directorates where relevant across RMS.
- Contribute to our vision of a world where people with a learning disability are valued equally, listened to and included.
- Undertake any other reasonable duties as required.



## More information about the role

**Job Title:** Digital CRM Migration Specialist

**Report to:** Deputy Fundraising Director (Engagement)

**Line reports:** N/A

**Department:** CAA

**Location:** Commercial Street (London) with home working

Flexible approach to home and office working, with a requirement to attend occasional key meetings in-person. Mencap also offers flexible working hours.

Join the team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.

## What will Mencap give you

24 days annual leave + all UK Bank Holidays

Amazing benefits + pension

Full support in the role and training opportunities

Flexible working options

## How to apply

Please apply with CV and cover letter outlining response to 3 questions (no more than 300 words per answer)

- 1) Why do you want to work for Mencap
- 2) Tell us about how you have used data and user journeys to transform digital marketing in a previous role
- 3) Based on your understanding of the role, why would you be a brilliant Digital CRM Migration Specialist at Mencap?

# Who you can expect to work with

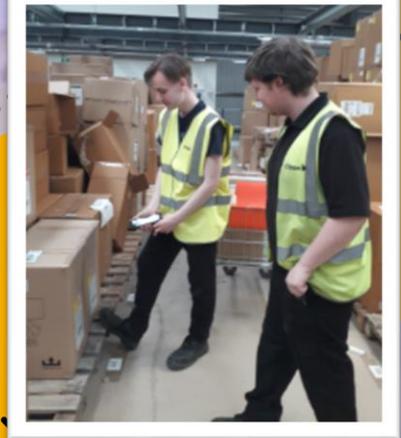
Colleagues with a learning disability

Fundraising Teams

Comms, Campaigns and Digital teams

Data and Insight Teams

Other teams across Mencap



# Mencap's values and how they apply to this role

We are **Passionate** about making the world a better place

You will have a genuine passion for improving the lives of people with a learning disability.

We are **Inclusive** of everyone

You will advocate for inclusion, work collaboratively and be a positive role model for others.

We are **Brave** we challenge and try new things

You will use your role to write compelling narratives, be innovative, and push boundaries.

We are **Positive** in our work and with each other

You will celebrate successes and share stories about how our supporters are making a difference.

We are **Kind** to everyone

You will be kind, supportive and encouraging to everyone you interact with.