



**SU Scotland**

## **Head of CRM and Analytics**

**Recruitment Pack**  
April 2023



Hello.

Thank you for taking the time to check out this significant opportunity to support and enable the ministry of SU Scotland.

Our vision is to see every child and young person in Scotland exploring the Bible and responding to the significance of Jesus.

In addition to our work in schools, with churches and in SU centres, for over 80 years we have run a vibrant programme of holidays and camps for children in P5 through to S6.

Building on work that has been done over the last couple of years we are looking to recruit someone to manage the ongoing implementation and development of our MS Dynamics365 CRM and to ensure that the system is used to it's full potential to support the ministry of SU Scotland.

Please enjoy reading through the enclosed recruitment pack and if you have questions about the role prior to applying, feel free to get in touch.

For now, be assured of our prayers for you and others giving serious consideration to whether this could be the right thing for you.

Best wishes



Robin MacLellan  
**CEO**

# About SU Scotland

Scripture Union Scotland is part of the worldwide family of Scripture Union movements that began in the nineteenth century and now operate in over 130 countries across the world.

We are a Christian charity working in partnership with local churches and other like-minded organisations. More than 2,000 volunteers are involved in helping to run our activities, together with around 120 staff and associate workers.

- Our SU **Holidays and weekends** are the place to be for high energy activities, music, crafts, friends, fun, camping and a whole lot more
- **Magnitude Festival** welcomes 1,000+ delegates
- Our **residential centres** are places of adventure, escape, discovery and hope, hosting thousands of school pupils on residential breaks each year.
- We work in **schools** - throughout the academic year, SU workers and volunteers contribute to the curriculum in many of Scotland's schools.
- Our **discipleship** programme helps young people to grow, learn, explore and develop leadership skills
- We partner with **churches** across Scotland, helping them realise their vision for mission and evangelism.





# Our vision and values

Our vision is to see every child and young person in Scotland exploring the Bible and responding to the significance of Jesus.

Everything we do is governed by two core values: dependence on God and deepening relationships.

We love to see children and young people:

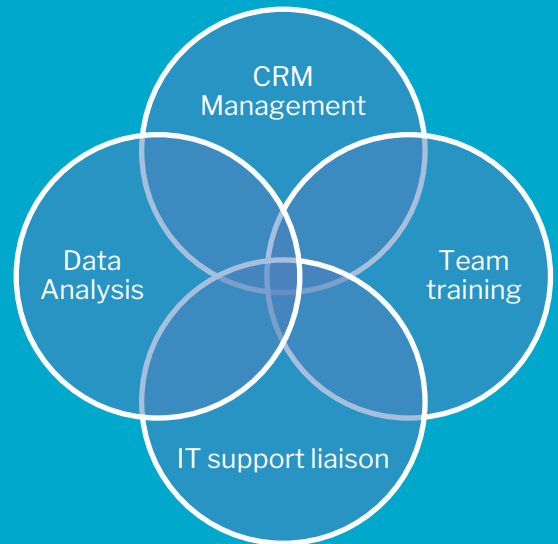
- **Feeling valued and accepted in every encounter with SU Scotland** - being able to express their views, engage with others, and grow in confidence as they recognise and develop their abilities.
- **Exploring the key stories and events from the Bible**, reading and studying the Bible on their own and with others, and growing in their understanding of God and what it means to follow him.
- **Having opportunities to learn about Jesus**, making the decision to follow Jesus, and having the confidence to reflect this in their choices, attitudes and actions.



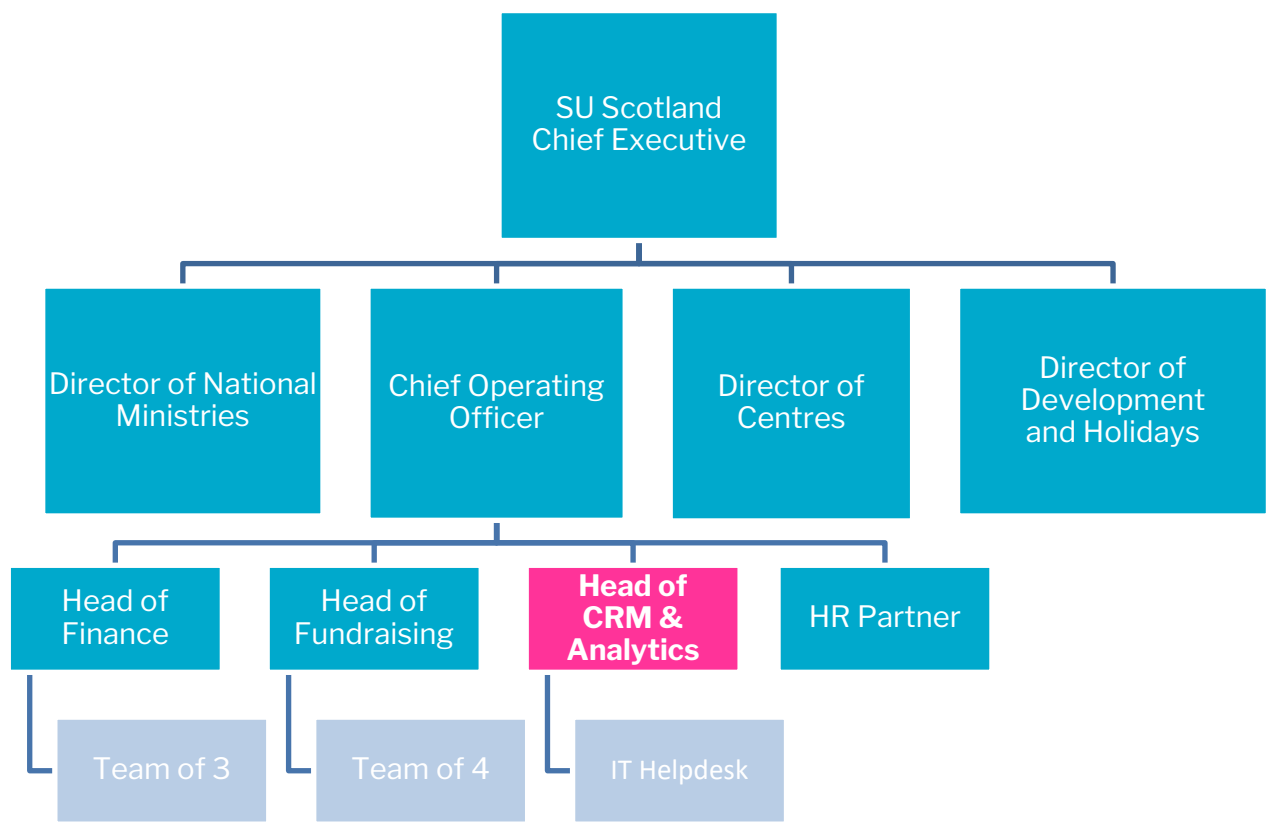


# Key aspects of the role

- ✓ Optimising CRM data quality and reporting
- ✓ Data analysis to support strategy development and impact tracking
- ✓ Training and support of staff in best use of CRM to suit their roles
- ✓ Point of contact with third party IT support providers and oversight of data and system security



# How this role fits in



<b>JOB TITLE:</b>	Head of CRM and Analytics
<b>WORKPLACE LOCATION:</b>	Hybrid - nearest SU Scotland office and working from home
<b>RESPONSIBLE TO:</b>	Chief Operating Officer
<b>RESPONSIBLE FOR:</b>	There are no direct reports at present
<b>CONTRACT TERM:</b>	Substantive

### OVERVIEW

- Day-to-day management and development of Dynamics 365 CRM
- Implementation of D365 enhancements and solutions relating to data management and communication to key user groups
- Ensure full CRM functionality is maximised, and analyse data to support successful delivery of organisational strategy, data processing and compliance.
- Act as primary point of contact with external IT support provider

### MAIN PURPOSE

To manage and develop our Dynamics365 CRM system, including provision of relevant reporting, training and data analysis to inform and support SU Scotland's strategy.

### KEY RELATIONSHIPS

**Internal:** Leadership Team, Head of Digital, Communications Manager, Fundraising Team, Finance Team, Volunteers Team

**External:** CRM Professional Services Partner, IT Support Service Provider, website agency

### MAIN TASKS AND RESPONSIBILITIES

#### 1. CRM Management:

- Manage the ongoing implementation of SU Scotland's CRM project, providing in-house expertise and support.
- Monitor the system for security issues, evaluate and oversee timely updates of the software, manage user access
- Develop and maintain a comprehensive knowledge and understanding of existing D365 configuration and system integrations
- Promote D365 enhancements and solutions relating to organisation wide data management
- Work with SU Scotland staff and external suppliers in the implementation of D365 upgrades
- Troubleshoot to resolve day-to-day issues with D365 when required
- Assist in the design and delivery of training for users of D365 and other business applications where necessary
- Train and coach colleagues and user groups in the ongoing use of D365
- Work with the Data Protection Officer to implement the organisation's data retention policies

#### 2. Dashboard management, impact, tracking, and reporting

- Manage and monitor data entry across all departments. Create and use appropriate audit reports and data quality tools to ensure high quality of all data
- Develop and maintain a series of real time dashboards to track progress towards goals
- Report on activities and output as required



- Support the Volunteers Manager and Head of Fundraising by providing relevant quantitative and qualitative data analytics

### **3. General IT Management**

- Act as main point of contact with external IT support providers, including ensuring security of all IT systems and data
- Provide initial training to colleagues as part of onboarding new hires
- Support procurement as required
- Act as budget holder for the IT function

### **4. To be involved in support raising**

Each member of the SU Scotland staff team is involved in support raising. Time is set aside as part of the working week for these tasks. Action plans may include:

- personal approaches to potential donors and prayer supporters to invite them to partner in your ministry
- regularly updating your action plan and keeping track of tasks undertaken
- regular communication with existing prayer and financial supporters to ensure they are well-informed and their contribution appreciated
- promoting volunteer opportunities

## **OTHER DUTIES**

### **In common with all SU Scotland line managers:**

- Take responsibility for ensuring that staff development policies and practices are implemented for all members of staff within their area of accountability, including carrying out regular coaching conversations and development reviews.

### **In common with all SU Scotland staff members:**

- further the aims and activities of SU Scotland
- undertake professional development through active participation in regular work coaching, appraisals, supervision and internal or external training as required or individually identified
- take part in other SU activities where appropriate, including national working groups and events as agreed with your line manager
- demonstrate commitment to the SU Scotland ethos, vision, values and work practices, and the wider ministry of SU in Scotland and beyond

## **OCCUPATIONAL REQUIREMENT**

An Occupational Requirement applies in terms of the Equality Act (part 1, schedule 9). This post requires the occupant to have a personal faith in Jesus Christ as Saviour and Lord and to believe the Bible to be fully trustworthy in all that it affirms, and the highest authority for faith and life in keeping with SU Scotland's statement of faith. These principles require to be applied alongside the professional skills required in this role.

**Appointment will be subject to a satisfactory PVG Scheme Disclosure.**

**The above list is intended to give an indication of the range of duties for the role. Other tasks/responsibilities appropriate to the remit will be expected as required.**

March 2023



**PERSON SPECIFICATION**  
**Head of CRM and Analytics**

<b>CRITERIA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>Character</b>		
Committed to the servant leadership model of influencing others and getting things done	✓	
Passionate about sharing the gospel with people of all ages	✓	
A Christian with spiritual maturity – able to provide appropriate spiritual leadership within a team (eg staff devotional times)	✓	
A practising Christian whose lifestyle is in keeping with SU Scotland's ethos and statement of faith. Must enjoy the confidence of their church.	✓	
<b>Competence</b>		
At least 5 years' experience in an IT environment	✓	
Hands on experience of managing CRM systems	✓	
Practical understanding of Microsoft Dynamics 365	✓	
Experience of using Cloud Flows and Business Process Flows	✓	
Experience of PowerBI		✓
Involvement in technical aspects of website projects	✓	
Previous roles will have involved work on own initiative and managing multiple delivery streams	✓	
Conscientious, resourceful, reliable with high levels of initiative.	✓	
Ability to delegate effectively and support other managers to be effective in their roles	✓	
First rate communication skills	✓	
Awareness of current developments and trends in IT	✓	
Relevant experience of data analysis and reporting	✓	
Experience of providing IT user support and training		✓
Hands-on experience of website configuration / integration		✓
Understanding of relevant concepts in information governance (e.g. Data Protection Act 2018, EU General Data Protection Regulation, best practice in ICT security).	✓	
<b>Chemistry</b>		
Strong people and team leadership skills demonstrated by ability to work professionally with a wide range of staff, external suppliers and volunteers.	✓	
Ability to inspire, think and act broadly, galvanising collective efforts across multiple departments	✓	
Self-aware team player with high levels of emotional intelligence	✓	
<b>Education</b>		
Relevant IT certification	✓	
Degree level qualification		✓
<b>Other</b>		
Own transport and a full current driving licence		✓
Able to undertake occasional evening and weekend duties	✓	
Able to demonstrate awareness of SU Scotland's activities	✓	

March 2023

# Head of CRM and Analytics



## TERMS AND CONDITIONS OF SERVICE

### 1. HOURS

The post is full time, working 37.5 hours per week. The term of the post is permanent.

### 2. PROBATIONARY PERIOD

The first three months of your employment will be probationary. Your performance will be reviewed throughout this period. If your performance is satisfactory at the end of this period, your appointment will be confirmed. The employer reserves the right to extend your probationary period.

### 3. TERMINATION OF EMPLOYMENT

During the probationary period the notice required to be given either by you or Scripture Union Scotland to terminate your employment is one week.

Except during the probationary period, the length of notice which you are obliged to give the company to terminate your employment is three months.

Except during the probationary period, the length of notice which you are entitled to receive from the employer to terminate your employment is four weeks until you have been continuously employed for four years. Thereafter, you will be entitled to one week's notice for each completed year of service up to a maximum of twelve weeks.

Your employment may be terminated summarily in the event of a breach of contract by you that warrants summary dismissal.

### 4. SALARY

£37,849 - £41,054 (dependent on experience) per annum.

You will be paid in arrears on a monthly basis, on or before the 28<sup>th</sup> of each month.

### 5. PENSION ARRANGEMENTS

SU Scotland operates a Group Personal Pension Scheme for employees over 18 and under 75 years of age. An employer's contribution of between 5% and 9% of total pensionable salary will be paid (the actual amount depending on your level of employee's contribution.)

### 6. LIFE INSURANCE COVER

Life insurance cover of three times your annual salary is provided, with the premium being paid for by SU Scotland.

### 7. HOLIDAYS

The holiday year runs from 1 April to 31 March. Annual leave entitlement for a full-time post is 33 days paid holiday (this amount is inclusive of entitlement to local and national holidays). Annual leave entitlement for part-time and fixed term staff is pro-rata. Annual leave entitlement will increase with length of service.



## Possible next steps...

If you feel this role is something that God may be calling you to apply for:

- ☐ For a no-obligation, confidential conversation to explore the role, or to ask any general questions, please email [hr@suscotland.org.uk](mailto:hr@suscotland.org.uk)
- ☐ Download your application form from the relevant job page accessed via [www.suscotland.org.uk/jobs](http://www.suscotland.org.uk/jobs)
- ☐ Submit your completed application documents through the relevant page or by email to [hr@suscotland.org.uk](mailto:hr@suscotland.org.uk) before the closing date – **4pm, Monday 8 May 2023**

**Thanks for your interest!**

[www.suscotland.org.uk](http://www.suscotland.org.uk) | [@suscotland](https://twitter.com/suscotland)

Scottish Charity SC011222

