

JOB DESCRIPTION

Job Title	CRM Business Analyst – 6 months fixed term contract
Department	Membership / Operations
Salary Range	£27-30K
Reports to	Membership Manager

Job Purpose:

Propertymark implemented Microsoft CRM Dynamics 12 months ago via an outsourced provider who specialises in developing CRM for membership organisations. It is recognised that the current processes and structures of data at Propertymark are complex owing to the previous amalgamation of five associations into one brand. A recent review of strategy has identified it is time for change, we need to create simplicity and transparency for our members whilst pursuing other opportunities for growth and engagement within the sales and lettings industry.

This role will play a pivotal part in helping the organisation to identify what needs to change, map the future blueprint and develop a plan which Propertymark and its outsourced suppliers can implement to achieve success.

Main Duties and Responsibilities:

- Analyse current processes and practices
- Understand future strategic plans
- Help to design new processes and practices ensuring GDPR compliance
- Identify risks
- Map changes to requirements
- Liaise with CRM outsourced provider regarding CRM configuration & costs
- Liaise with Marketing and outsourced web developers regarding web amends, APIs & costs
- Test and quality review changes
- Deliver training and produce help documentation to underpin new ways of working

Key working relationships:

- Membership & other teams across the business
- External CRM supplier & web developer
- Head of Operations & wider management team
- Members

Job Requirement / Skills:

- Ability to listen to organisation's needs & processes and to document these
- An analytical mind, with the ability to synthesise requirements and design solutions and the ability to match these requirements with Microsoft CRM tools
- Identify redundant data
- Ability to think through the implications of potential data structures to ensure the business can be performed efficiently and effectively
- Understand the impact of GDPR compliance
- Working knowledge of API functionality
- Experience of creating/using CRM workflows
- Good work ethic, reliability, and self-management

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- Ability to work well within a collaborative team, including the ability to recognise dependencies between each other's work, to seek feedback and to clearly present ideas and research findings.
- Excellent verbal and written communication— to articulate solutions, critique others' work, collaborate effectively and actively engage in discussions and group decision-making
- Strong Microsoft Office skills

Education / Experience:

- Experience of data auditing and analysis
- Experience in using Microsoft CRM Dynamics software
- Understanding of configuring CRM software
- Understanding of GDPR compliance