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## Job and person specification:

### Database Administrator

Department: Database Administrator  
Location: CPRE, the countryside charity - national office  
Reporting to: Knowledge & Data Manager  
Responsible for: N/A

#### Job summary

To administer, configure, customise, integrate and support Dynamics 365 business solutions, analysing the organisation's requirements to support a high-profile business solution.

#### Scope

- Makes recommendations but also some low-risk decisions, getting sign-off for higher risk ones
- Will influence own team at a low level

#### Key relationships

- Internally – own team, other teams within own area
- Externally – stakeholders including suppliers, companies
- Networks – county branches and volunteers

#### Key areas of responsibility

- Act as first line support and service desk for the administration of the Microsoft Dynamics CRM and associated databases.
- Maintains database performance by calculating optimum values for database parameters; implementing new releases; completing maintenance requirements; evaluating computer operating systems and hardware products.
- Recommends solutions by defining database physical structure and functional capabilities, database security, data back-up, and recovery specifications.
- Ensures data integrity, carrying out data cleaning, improvements and de-duplication and understand, report and seek to rectify data quality issues.
- Managing and developing the CRM system in line with their best practice processes, ensuring regulatory compliance (e.g. GDPR) at every stage



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- Develop, maintain and support of the CRM system, documenting critical processes, to enable other colleagues to support and learn how best to use the system.
- Development of robust data capturing systems, to support mapping and analysing the target/client journey and the touch points to help maximise opportunities.
- Be responsible for providing adequate and timely data selections, uploads, extractions and reports and champion effective use of data accuracy and lead in making others more data literate and able to access information
- Role model CPRE's values and behaviours
- Proactive responsibility for own development through learning, networking, self-appraisal and other opportunities for growth
- Support Team colleagues as so directed and help support other teams as so requested

Essential	Desirable
<p>At least 5 years' experience in a CRM role ideally in professional services, including system and data management experience and an in-depth understanding of Microsoft Dynamics 365, 2016 onwards</p> <p>Proven track record in categorisation and storage of organisational knowledge.</p> <p>Demonstrable record of accurate input, import and reporting of data</p> <p>Experience of reporting relevant organisational KPIs</p>	<p>Charity or not for profit experience.</p>
<p>In-depth knowledge and experience of Integrating Dynamics 365 with Office 365, SharePoint</p> <p>In-depth knowledge of Dynamics CRM entities, customisation and solutions</p> <p>Significant experience with data import and export with Dynamics, Excel, data manipulations in Excel</p>	<p>Analytical and research ability e.g. experience of segmenting data and profiling to gain key insights</p> <p>In-depth knowledge of Dynamics CRM Security setup</p>



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<p>High standard of general IT/office systems skills and knowledge, particularly Microsoft Office applications.</p> <p>Working knowledge of SQL server</p>	
<p>An active contributor, sharing knowledge and expertise</p> <p>A good facilitator with strong personality and relationship management ability to communicate, influence and collaborate with multiple stakeholders to deliver business activities successfully.</p> <p>Flexible and adaptable to varying needs, with ability to prioritise tasks and workload.</p>	<p>Able to devise and deliver basic training in CRM systems</p>
<p>Occasional evening and/or weekend work will require some flexibility in working hours from time to time</p>	