



The
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CRM Administrator Candidate Information Pack:

Position: CRM Administrator
Closing date: Midday, Monday 26th February 2020
Interviews: Thursday 5th or Friday 6th March 2020

This Candidate Information Pack includes:

- Background information about CPRE and the vacancy
- Outline terms and conditions of employment
- Job and person specification (separate document)
- Application form (separate document)

After reviewing this information, if you have any questions about the role or would like to discuss it further, please contact:

Name: Mark Slater, Knowledge & Data Manager

Email: marks@cpre.org.uk

Direct line: 020 7981 2828

If you would like to apply for this post, please return your completed application form to jobs@cpre.org.uk. Please note that CVs will not be accepted. If you are shortlisted then we are likely to contact you by telephone no later than 28th February.

Regretfully, we will be unable to contact candidates who have not been shortlisted for interview. If you do not hear from us within two weeks of the closing date, please assume that your application has been unsuccessful. If that is the case, then we appreciate the effort you have made applying for this role.

Thank you for your interest in working for CPRE, the countryside charity.

Jenny Bulman, Operational Effectiveness Manager



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About CPRE, the countryside charity

CPRE is the countryside charity that campaigns to promote, enhance and protect the countryside for everyone's benefit, wherever they live.

With a local CPRE in every county, we work with communities, businesses and government to find positive and lasting ways to help the countryside thrive - today and for generations to come.

What we do

We connect people with the countryside so that everyone can benefit from and value it.

We promote rural life to ensure the countryside and its communities can thrive.

We empower communities to improve and protect their local environment.

Through all our work we look at the role of our countryside in tackling the **climate emergency**, including seeking ways to increase resilience and reduce impact.

Our vision (what we want to achieve):

A beautiful and thriving countryside that enriches all our lives.

Our mission (what we need to do to achieve our vision):

To promote, enhance and protect a thriving countryside for everyone's benefit.

Our values:

Open: We are inclusive and respectful of everybody, no matter who they are or where they live. Our countryside is for everyone and so are we.

Trusted: We value lasting and effective relationships. We invite and encourage collaboration to find what is best for the countryside we love.

Connected: We use evidence, knowledge and experience to influence positive change. Others believe what we say because they know we can back it up.

Inspirational: We bring ambition and determination to everything we do. We channel our passion to motivate others and encourage them to act.



About the role

This is an exciting opportunity to use your experience to support the move to and the day-to-day management of a Microsoft Dynamics CRM.

The countryside is one of the nation's most valued assets – it's where many people feel most alive and plays a vital role in improving our mental and physical health, not to mention the climate emergency. CPRE, the countryside charity wants to connect more people with the countryside, to ensure that everyone can benefit. This role is an opportunity to play an important part in achieving that.

This is a new role and an opportunity to join a small organisation with great potential at a very exciting time. The successful candidate will have previous experience of understanding of how to manage and administer data using Dynamics CRM for third sector organisations, understand how the business processes operate and being able to proactively support and develop their processes as a key part of this role.

As the Microsoft Dynamics CRM and database administrator, you will be responsible for supporting the implementation and migration to Microsoft Dynamics CRM. This key position will both oversee the transfer of data, but also the ongoing management, training and cleansing of the database. Other duties will include enforcing GDPR compliance, managing integration of lead databases, preparation, development and analysis of digital campaigns to support income generation and campaign aims.

You will develop and implement Dynamics 365 business systems applying upgrades, patching and fixing. Interfacing with the operational teams and providing first line support to the business, advising on best practice and facilitating operational improvements. Candidates need to be confident and responsible for providing adequate and timely data selections, uploads, extractions, reports, champion effective use of data accuracy and lead in making others more data literate and able to access key data and knowledge.

In addition to the basic administration of the system, the internal operational teams will require ongoing changes to the system and as a Dynamics CRM Administrator, you will analyse business requirements and work with the business to design an architecture that will support a high-profile business solution.



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Additional Information

Videos:

[CPRE – standing up for your countryside](#)

[#OurGreenBelt](#) – The case for protecting Green Belt

Key publications:

[Save Our Soils](#) This new report from CPRE calls for a radical rethink of farming practices and soil management to help regenerate the soils that underpin our supply of food and environment.

[Viable Villages](#) For decades, England hasn't built enough genuinely affordable homes in rural or urban areas. Our report shows how developers are exploiting a loophole to avoid building affordable homes.

Further reading:

[Our strategic plan; a summary](#)

[Our year: a review of 2018-19](#)



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Working for CPRE

Salary The starting salary will be circa £37,000. Please note that our salaries are externally benchmarked, although we do take into account the level of skills, experience and ability the successful candidate brings.

The pay structure is reviewed regularly to ensure that it remains market competitive.

Hours of work 35 hours per week. Normal office hours are 9am to 5pm with one hour (unpaid) for lunch every day. Around the core hours of 10am to 4.30pm staff can flex their start and finish times. Occasional evening and weekend work is required, time off in lieu is provided and, dependent on role, there may be travel around England.

Place of work Normal place of work is CPRE's National Office, 5-11 Lavington Street, SE1 0NZ.

Working culture CPRE has an inclusive and friendly working culture.

We involve staff in setting the operational plan and have a weekly all-staff meeting where information is shared. Staff are set annual objectives and have a performance review each year with joint feedback with their manager on their achievements and performance in the role.

There is an all staff tea break every Wednesday afternoon with staff taking turns to bring in snacks and cakes.

Holidays 25 days per calendar year, increasing by one day per full year of service up to a maximum of 30 days. Paid leave is also given for public holidays and three 'privilege' days, which are normally taken between Christmas and New Year.

Probation The post will be subject to a six month probationary period. Probationary periods may be extended if further time is required.

Pension CPRE offers a group personal pension policy with Aviva. CPRE will contribute to this policy monthly at a rate of seven per cent of current salary. CPRE will start making contributions from the beginning of the third month immediately following the start date. Staff members make a personal monthly contribution of a minimum of one per cent of salary. This percentage contribution may increase in the future.



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- Life assurance CPRE has an employee life assurance policy, which covers all staff during their employment with CPRE. The policy covers four times annual salary in the event of death in service.
- Employee assistance CPRE subscribes to an employee assistance programme. Staff can access a free 24 hour confidential telephone counselling and advisory service. The service also provides confidential face-to-face counselling.
- Notice During the probationary period, one weeks' notice of termination of employment is required from employer or employee. After satisfactory completion of your probationary period, four weeks' notice of termination of employment is required from employer or employee.
- Flexible working We have a flexible working policy with a number of staff working flexibly. Where flexible working requests are agreed by line managers, staff are able to alter their working hours or work from home on agreed days.