

CRM Project Manager

Job description & person specification

November 2021



| An introduction to London Youth

We are London Youth. A charity on a mission to improve the lives of young people in London, challenging them to become the best they can. Young people need opportunities outside school to have fun with their friends, to learn new skills, to make positive change in their communities and to shape the city they live in.

In our last full operational year, we worked with over 27,000 young people through our sports development, employability, youth action and involvement, arts, and outdoor education programmes. Our work gives young people access to opportunities they might not otherwise have had.

Throughout our history, community youth organisations have provided a constant lifeline and a vital safe space outside the family and formal education, where young people can develop confidence, resilience, and skills.

Our **vision** is that **all** young Londoners grow up healthy, able to express themselves, navigate a fulfilling career and make a positive contribution in their communities.

Our **mission** is to support and challenge young people to become the best they can be; developing their confidence, resilience, and relationship skills.

We do this with, and through, our network of community youth organisations and at our two residential centres. We look to work with all young people, focusing particularly on those who wouldn't otherwise have access to the kind of opportunities we offer.

Because good youth work works.

We deliver our mission through three key strategic priorities set out in our strategy (our operating year runs September-August):

London Youth's 20-25 Strategy

London Youth is in Year One of the 20-25 Strategy, the key objectives of which are to:

Deliver Opportunity: we will deliver opportunity at scale and breadth for young people. We will get better at hearing and understanding the needs of young people and members and more adaptive at turning what we hear into practical applications. We will emphasise the distinctive way our programmes also build capacity.

Drive Impact: we will improve our responsiveness and customer service, leveraging digital technology. We will better connect members to support within London Youth plus expertise and support beyond. We will increase our understanding of our impact for members and use this to improve our work.

Demand Change: we will be a bold advocate for change, amplifying the voices of young people and youth workers. We will be unapologetic about voicing the needs of London and putting the needs of young Londoners first. We will identify points in the system where we can get best leverage for change and put sustained focus there.

We will do this within the context of a **sustainable business model**.

As the key pan-London network of youth organisations we have a unique opportunity to respond to city-wide issues. Within the strategy there are key cross-cutting themes where we believe we can make an important contribution:

- Reducing serious violence affecting young people
- Increasing the support available to young people in outer London boroughs

Mental health and employability are also prominent issues for young Londoners that have been significantly exacerbated by the pandemic, and we expect to be providing greater support to members and their young people in these areas.

Our principles

Throughout our work we strive to act in line with our four simple principles:

- **Honesty** – about what works (and what doesn't) and we learn from our mistakes
- **Collaboration** – with each other, young people, our members, and the world beyond
- **Improvement** – committed to continual improvement
- **Fun** – because we think people learn best when enjoying themselves

We have young people involved in London Youth's formal governance systems and have a flourishing youth board. We actively promote wider youth involvement and amplifying youth voice. More information can be found on our website: londonyouth.org

Our commitment to anti-racism

In July 2020, we issued a [statement](#) committing to become an anti-racist organisation and to actively tackle racism. Since then, London Youth has worked with our staff and trustees to collaboratively develop a Theory of Change to define our areas of focus, approach and plan of action moving forward.

We have a Race Equality Stakeholder Group which is chaired by a London Youth trustee. This group includes representatives from members, from across the organisation and oversees the implementation of our Race Equality Plan ongoing.

Strengthening our work in this area is key. The statistics clearly evidence the impact structural racism has on young Londoners. At the heart of youth work is the drive to level the playing field for all young Londoners to succeed, regardless of their backgrounds. Over two thirds of the young people we work with are young people of colour and we know that without the opportunities which youth organisations provide, there would be more limited experiences open to them.

| Why work for London Youth?

To work with our diverse and inspiring network of 600+ community youth organisations, who together serve around 75,000 young people. You can read about our programmes on our website, with our [Good for Girls](#) programme most recently launching.

Youth involvement and engagement runs throughout our work. Our youth board have prominent platforms to voice their views directly – you can read more about the work they've been involved in [here](#).

Our two residential centres provide opportunities for thousands of young Londoners to leave the city, explore the countryside and immerse themselves in outdoor learning and adventure activity.

| About the Team

The CRM Project Manager will be part of the Engagement Directorate, which is also comprised of Membership Development, Communications & Policy, and Monitoring, Evaluation & Learning functions. The role will work alongside all areas of the organisation.

This is a new role, created in recognition of the organisation's commitment to embed and enhance data-driven decision making and engagement with our audiences. Development of our current CRM system, Salesforce, will play a pivotal role in our delivery and service moving forward.

This role will report into the Sponsor of our Salesforce Refresh project.

| Role Purpose: CRM Project Manager

To lead the development and utilisation of our new Salesforce estate. We are looking for an experienced CRM Project Manager who understands how to champion Salesforce to deliver positive outcomes for our audiences and organisational impact and success. You will bring with you hands-on Salesforce project management expertise, as well as experience across business analysis, stakeholder management, data and data protection, IT, and system integration.

You will be comfortable managing multiple work streams, managing our Salesforce partner, and working alongside our wider colleagues to define and deliver our CRM needs. You will work across the full project lifecycle as well as the transition into BAU, ongoing change management, user training and ongoing support – ensuring an embedded refreshed Salesforce estate.

There are further details within the Main Duties specification to follow.

| Role Description

Role title: CRM Project Manager
Accountable to: Salesforce Refresh Project Sponsor

Main duties

1. Salesforce Refresh Project Management (70% of role)

- Lead the Salesforce Refresh project (including NPSP, Nonprofit Cloud and Pardot) to ensure successful project delivery and all aims, and objectives of the project and project teams are met and delivered on time and within budget.
- Day-to-day contact for the Salesforce partner to ensure they provide high quality recommendations and translate requirements into well-architected solutions that best leverage the Salesforce platform and products. Manage the Salesforce partner to ensure solutions meet both strategic and user needs.
- Consult with internal colleagues, to ensure successful project delivery, managing processes, planning and change - including resolving any conflict between requirements and priorities.
- Aid the design of journey mapping, data, process, and workflow mapping.
- Ensure Data Protection compliance (including GDPR and PECR) across the Salesforce estate and associated processes. Ensure London Youth compliance practices are adhered with, and documentation is provided and maintained.
- Develop, maintain, and manage detailed project plans, RAID logs, budget controls, status reports, project resource/structure tracking, engaging, and consulting with internal and external stakeholders as needed. Deliver and communicate internally, keeping colleagues up to date on progress on a regular basis.
- Take an active role and provide reporting for the CRM Steering Group, highlighting risks, actions, issues, and dependencies/decisions.
- Work with the Project Sponsor to define and track measures and realise benefits.
- Provide Salesforce Refresh project updates for the Digital Strategy and strategic CRM budget proposals.
- Manage Salesforce Refresh budgets within approved limits.
- Collate and monitor lower priority work into a roadmap/backlog.
- Co-ordinate effective project closure activities at the completion of a work stream/project to launch handovers into BAU, project learnings, documentation, and transition.

2. Organisation wide Salesforce awareness, coaching and confidence (30% of role)

- Work with the BAU teams to highlight and resolve training needs, and to embed documentation, ongoing processes, and ways of working, ensuring a confident and capable team who can extract value from the refreshed Salesforce estate.
- Manage the Salesforce Partner's ongoing support.

Corporate responsibilities

Corporate development

- Understand and support the vision, mission and aims of London Youth.
- Committed to and actively promotes London Youth's policy and procedures to value and respect diversity and inclusion in all aspects of their duties and working relationships.

- Manage resources to the highest professional standards, a custodian of best practice.
- Maintain awareness of your own and others' Health and Safety, comply with London Youth's Health and Safety and Safeguarding policies.
- Willingness to undertake additional tasks as required.

| Person Specification

It is essential that in your written application you give evidence of examples of proven experience in each of the selection criteria in **Part One** of the person specification. These responses will be developed and discussed with those candidates invited for interview, together with the other criteria listed in **Part Two and Part Three**.

The successful candidate will have the following skills, experience, and attributes, together with relevant qualifications (E=essential, D=desirable):

Part One: Knowledge, Skills and Experience

- Experience in project delivery and managing projects across multi-site organisations, both larger multi-year projects as well as smaller quick start projects (E).
- Experience in, and a good understanding of, both the front-end and back-end of the Salesforce estate including Nonprofit products (E).
- Experience in managing Salesforce configuration, integration, and implementation projects – proven knowledge of the Salesforce development lifecycle, process and workflow capabilities, apps and best practice design and practices (E).
- A passionate advocate and champion for Salesforce and the power of CRM systems to help us achieve our goals, working alongside and developing knowledgeable teams (E).
- Experience of managing data migration and parallel running phases in technical projects (E).
- Knowledgeable in Salesforce system testing and business acceptance (E).
- Experience with data collection, cleansing, loading tools/apps and processes (E).
- Experience with journey mapping, data, process, and workflow mapping (E).
- Demonstrates understanding of, and responding to, different viewpoints and taking a cross-organisational perspective – with the ability to motivate, collaborate with, and support diverse teams (E).
- Excellent communication skills. Ability to interact with both IT and non-IT staff at all levels and manage third-party partners and suppliers (E).
- Capable of producing technical documents, proposals, reports, guides, project plans, etc. (E).
- Proven experience of budgetary control and management, and risk and issue control and management (E).
- Experience of planning, monitoring, reporting, and delivering benefits and outcomes (E).
- Business analysis knowledge (E).
- Commercial awareness and ability to manage for value (E).
- Detailed knowledge of the Data Protection Regulations (including GDPR and PECR). (E).
- Experience of working in a charity or membership organisation (E).
- A broad understanding of digital products and services including websites and CMSs such as WordPress (D).

Part Two: Qualifications

- Degree in Business/operations management, IT/IS, Computer Science or equivalent - or able to demonstrate equivalent expertise and skills through experience (E)
- Salesforce Administrator Certified (D)
- Project management qualification (D)

Part Three: Essential Attributes and Behaviours

- Ability to work strategically across the organisation.
- Strong commitment to external audience experience and employee efficiency.
- Ability to work on your own initiative and collaboratively and inclusively as part of a team.
- Thoughtful and a confident decision-maker – with the ability to adapt styles and able to navigate the way through a complex organisation with multiple audiences and priorities.
- Ability to manage a diverse workload - Excellent organisational and time management skills.
- Flexibility to respond to ad-hoc requests and emergent issues.
- Confident with business analysis and problem-solving.
- Excellent attention to detail and strong oral and written communication skills.
- Willingness to learn new skills – committed to continuous improvement and learning, and to supporting the learning and development of others.
- Willingness to travel to other London Youth sites.
- Willingness to work occasional evenings and weekends.
- Committed to promoting diversity and inclusion.
- Passionate and demonstrably committed to improving lives of young Londoners.

| Terms and conditions

- Location: A hybrid model of homeworking and at Pitfield Street, Hoxton, London N1 6DA
- Hours: Preferred is Full-time: 37.5 hours per week: 12-month FTC. We are also open to part-time working.
- Salary: £40,000-£45,000 (dependent on experience). This will be prorated for part-time roles.
- Leave: 26 days per annum plus 5 'closure days' to be taken at specified times of the year, as well as 8 bank holidays. This will be prorated for part-time roles.
- Pension: London Youth complies with the employer pension duties concerning pension auto-enrolment in accordance with Part 1 of the Pensions Act 2008. London Youth currently uses The People's Pension as its pension vehicle and once you are eligible for auto-enrolment or opt into the scheme, London Youth will make employer contributions of 4% into the scheme on your behalf. You will be required to make a corresponding contribution to your pension account in accordance with the requirements of auto-enrolment and our pension policy.

| How to apply.

London Youth embraces equality, diversity, and inclusion. We are committed to the ongoing development and building of a team that values and represents a variety of backgrounds,

perspectives and skills and welcome applications that reflect this. We process your data in accordance with the Data Protection Act 2018 and the General Data Protection Regulation.

If this is the role for you, please email your CV and a separate supporting statement outlining how your skills and experience meet the criteria outlined above. Applications without supporting statements will not be considered.

Please submit your application with subject line "CRM Project Manager" to recruitment@londonyouth.org

Applications will be considered upon receipt and only those who satisfy the criteria will be shortlisted and invited to interview. We will be interviewing on a rolling basis. We are unable to respond to every application submitted – if you have not been invited to an interview within 14 working days of submitting your application, please consider your application unsuccessful at this time.