

## Job description: CRM Manager (Microsoft Dynamics 365)

**Duration:** Permanent

**Salary:** £50,807 per annum

**Location:** Flexible

**Reports to:** Head of Operational Improvement

**Department:** Charity Services

### Purpose of the job

Want to own and shape a mission-critical system that empowers an entire charity to do its best work?

UK Youth is one of the UK's leading youth sector charities, with a bold ambition to unlock youth work for all. We deliver national programmes, support a growing movement of local youth organisations, and amplify the voices of young people. Technology is becoming a key enabler for how we improve processes, understand our impact, and engage with our network.

As UK Youth's go-to person for Microsoft Dynamics 365, you'll manage our CRM system at the heart of our digital operations. You'll keep it running smoothly and ensure it's fully integrated into everyday workflows across the charity. As we begin to shape our digital strategy, you'll play a key role in influencing its direction and ensuring our CRM platform supports our wider digital ambitions. Acting as a functional consultant and product owner, you'll ensure the system supports teams to work smarter and more efficiently.

You'll also manage our external CRM supplier relationship, lead system improvements, and help build a digital-first culture that enables growth and strong user experiences.

### Why work at UK Youth?

We're values-driven, passionate about what we do, and committed to building a workplace that works for everyone. We offer flexibility, a collaborative culture, and regular opportunities for professional development, learning, and connection through team events, training sessions, and shared learning experiences.

We're an Equal Opportunity employer and strongly encourage applications from underrepresented communities including BIPOC, LGBTQIA+ individuals, people with disabilities, and men. Diversity matters to us, and we value the different perspectives it brings.

### Key Responsibilities

- Be the go-to person for all things Dynamics 365 and Portal-related.

- Own the CRM service desk—your ability to prioritise tasks will directly impact how smoothly teams across the charity operate.
- Liaise with external suppliers to ensure a high-quality service for users.
- Manage user roles, access levels, and license use.
- Ensure licenses match business needs and are used efficiently.
- Manage the CRM budget and supplier contracts.
- Maintain strong supplier relationships and enforce service agreements.
- Lead system upgrades and feature rollouts that enhance how we engage with partners and measure our impact.
- Collaborate with the IT Manager to deliver integrations.
- Stay current with Dynamics updates and apply improvements.
- Maintain data quality across systems.
- Ensure compliance with data protection laws and internal policies.
- Advise leadership on data-related risks.
- Monitor system health and implement necessary updates.
- Maintain strong digital security and service continuity.
- Help teams with data extraction and reporting as needed.

## Other Responsibilities

- Train new and existing users in line with the digital strategy.
- Promote cross-team CRM collaboration to drive efficiency.
- Support the IT Manager with strategic initiatives and contribute to developing our wider digital direction.
- Lead a CRM working group to review system performance and user needs.
- Recommend improvements to the Charity Services Leadership team.
- Contribute to departmental and organisation-wide strategy.
- Represent UK Youth positively and share knowledge to support growth.
- Support wider team needs as required—flexibility is key.

## Manager behaviours and expectations

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles, and be willing to put the welfare of children and young people at the forefront of your work
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds understanding of equity, diversity and an inclusive culture
- Able to take personal accountability for key work areas and understand individual accountabilities within work areas back to inform planning and decision making

- Able to identify cause and effect relationships and take a solution focussed approach
- Able to be solution focussed in their thinking and approach.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

## Person Specification

### Knowledge, Skills, and Experience

- Advanced knowledge of Microsoft Dynamics 365; certifications a bonus.
- Experience supporting portals (Umbraco familiarity is desirable).
- Skilled in configuring Dynamics 365 and using Power Platform tools (Power Apps, Power Automate).
- Experience delivering Agile projects.
- Proven success as a product owner or functional consultant.
- Understanding of GDPR and data protection compliance.
- Strong grasp of Infosec and Microsoft 365 architecture.
- Experience handling first and second-line operational issues.
- Confident working with stakeholders at all levels.
- Solid customer service and relationship-building track record.
- Experience with strategy development or project management is a plus.

### Personal Qualities

- Strong communicator, able to explain technical concepts clearly.
- Well-organised, proactive, and able to manage competing priorities.
- Collaborative, with a hands-on, flexible approach.
- Empathetic and motivated by making a difference for young people.
- High level of discretion and sound judgement.
- Committed to equality, diversity, and inclusion.

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.

As part of the recruitment process UK Youth will be gathering and uses certain information about you. For further information regarding this please review our Data Protection Privacy Notice which explains what data of yours we process and how we use it.