

**Department:** Affiliate Development

**Responsible to:** Director of Affiliate  
Development

**Location:** Glasgow

**Contract length:** 12 Months (Maternity Cover)

### Our vision

That every child receives one daily meal in their place of education and that all those who have more than they need, share with those who lack even the most basic things.

### Our mission

To enable people to offer their money, goods, skills, time, or prayer, and through this involvement, provide the most effective help to those suffering the effects of extreme poverty in the world's poorest communities.

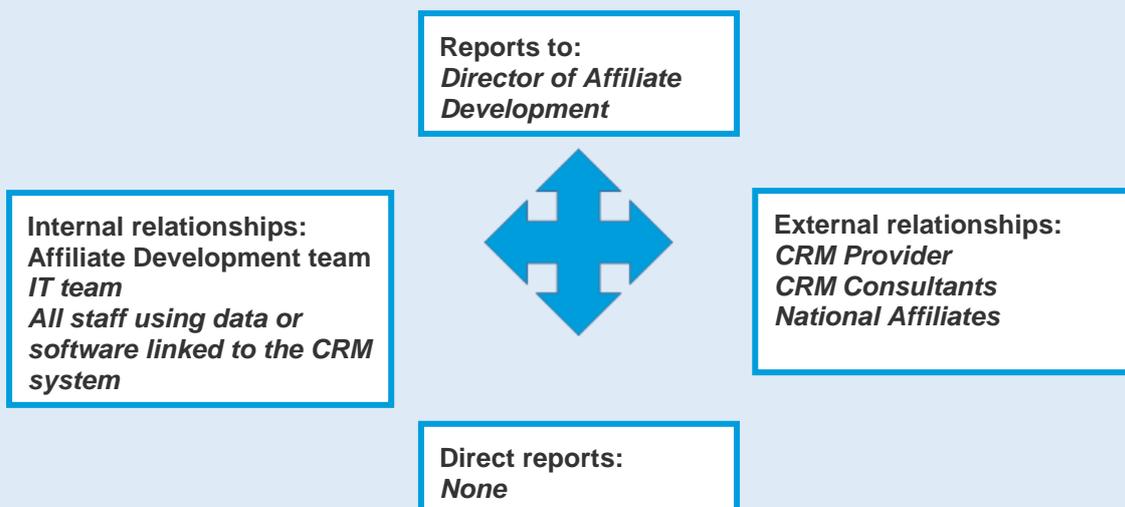
### Our values

Confidence in the innate goodness of people – respect the dignity of every human being and family life – good stewardship of resources entrusted to us.

## Job purpose

The CRM Manager is responsible for the management and coordination of the CRM system. Working with the project team to ensure successful delivery of the new CRM system and supporting the development and implementation of the CRM strategy in line with Mary's Meals objectives. To provide a forum for the communication and support of key stakeholders with the Mary's Meals family.

## Key relationships



| Qualifications, skills and experience  | Essential | Desirable |
|--|-----------|-----------|
| Experience in working in partnership with IT & 3 <sup>rd</sup> parties to maintain system integrity and performance            | ✓         |           |
| Strong CRM skills, particularly a good working knowledge of Blackbaud CRM or Sales Force or MS Dynamics                        |           | ✓         |
| Experience of implementation and upgrades of CRM   |           | ✓         |
| Minimum of 2 years CRM experience  |           | ✓         |
| Excellent analytical skills and an ability to produce clear, concise reporting   | ✓         |           |
| Exceptional communication skills to build relationships with key stakeholders and able to influence and challenge as necessary | ✓         |           |
| Experience of managing and coaching a team   | ✓         |           |
| Project management knowledge and experience of leading a project team.   | ✓         |           |
| Experience of developing and delivering CRM training   |           | ✓         |
| Demonstrable experience or qualification in Coaching   |           | ✓         |

Previous CRM experience in a not for profit and/or global organisation



## Mary's Meals International manager competencies

All Mary's Meals International employees approach their role in line with the 7S competency model.

|                    |  |
|--------------------|--|
| <b>Self</b>        | <ul style="list-style-type: none"><li>• I build and demonstrate resilience</li><li>• I lead by example</li><li>• I'm authentic and true to Mary's Meals values</li><li>• I develop myself and set stretching goals</li></ul>   |
| <b>Service</b>     | <ul style="list-style-type: none"><li>• I have a vocational attitude to my work</li><li>• I inspire hope in others</li><li>• I build belief that even difficult challenges can be solved</li><li>• I am committed to serving and enabling all who want to be part of the global movement</li><li>• I work to ensure our future will be even better than our past</li></ul> |
| <b>Simplicity</b>  | <ul style="list-style-type: none"><li>• I communicate effectively</li><li>• I follow clear decision making criteria</li><li>• I create plans that are easy to follow and contribute to organisational goals</li><li>• I embrace inclusivity and diversity</li><li>• I focus on delivering results</li></ul>  |
| <b>Stewardship</b> | <ul style="list-style-type: none"><li>• I pay attention to the things that matter most – (a) our physical resources; (b) our people</li><li>• I nurture, develop and respect our relationships with external stakeholders</li><li>• I deliver on my promises</li><li>• I am happy to be held accountable and to hold others to account</li></ul>                           |
| <b>Strategy</b>    | <ul style="list-style-type: none"><li>• I have a point of view about the future</li><li>• I know our stakeholders and see our priorities clearly</li><li>• I help others to work in ways that have the greatest impact</li><li>• I develop strategy and translate it into action</li></ul>   |
| <b>Strengthen</b>  | <ul style="list-style-type: none"><li>• I create a positive work environment</li><li>• I increase the capabilities of my team</li><li>• I help people manage their careers</li><li>• I find and develop next-generation talent</li></ul>   |
| <b>Success</b>     | <ul style="list-style-type: none"><li>• I ensure my team is technically competent and always developing</li><li>• I build high performing teams</li></ul>  |

|  |  |
|--|--|
|  | <ul style="list-style-type: none"><li>• I ensure accountability</li><li>• I am a catalyst for change</li></ul> |
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## Changes to the job description

As the organisation evolves, job descriptions may need to be reviewed and if appropriate, changed. Such changes may be initiated as necessary by the manager of this position in consultation with the employee. This job description may also be reviewed as part of preparations for the annual Personal Development Review.

## Declaration of Acceptance

I have read this job description and accept it.

Employee Name.....

Signed ..... Date.....