**Job title: CRM Officer**

**Grade: Grade 7**

**Post number: GLA 003573**

**Directorate: External Affairs**

**Unit: PLU**

**Job Purpose**

The role of the CRM Officer in the GLA Public Liaison team will be to support the deployment, configuration and organisational support for the new CRM system in that team, ensuring that the product is initially and continually fit for purpose by working alongside the multidisciplinary Agile delivery team, external procurement, and users throughout the organisation.

The position will favour proactive applicants who can show relevant experience of CRM systems, Agile ways of working and successful relationships with senior stakeholders.

**Principal Accountabilities**

1. Working closely with all system users to ensure the CRM is continuously fit for purpose for all aspects of the Authority.
2. Liaising with Lead Officers, across the Authority and functional bodies, on using the CRM system to ensure a coordinated approach to the provision of a public information service.
3. Supporting the delivery of all initial development, deployment and configuration work as well as ongoing system fixes and upgrades.
4. Reporting on performance of the GLA’s response to enquiries, using data from the CRM - for example using dashboards and automatically generated daily reporting.
5. Maintain control of access rights, security settings, and user privileges.
6. Encourage adoption of new system, provide coaching and training to new users. Training others to provide system training.
7. Create and update training manuals, policies and procedures.
8. Manage resources allocated to the job in accordance with the GLA's policies and Code of Ethics and Standards and ensure all contract management and procurement of services in accordance with policy and best value principles.
9. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, and participating in multi-disciplinary cross-department and cross-organisational groups and task teams

**Key relationships**

**Accountable to:** Senior Manager - Digital Transformation

**Accountable for:** Resources allocated to the job

**Principal Contacts:** The Public Liaison Unit team, the GLA Digital team, the GLA Technology Group, the Mayor’s Communications Office, Deputy Mayoral advisors and communication officers in the GLA policy teams.

**Person specification**

**Technical requirements/experience/qualifications**

* Experience managing a CRM system and of CRM introduction including integration with other systems (e.g. via APIs).
* Experience in troubleshooting, testing, training and implementation support of a CRM system and creating reports.
* Experience using agile delivery techniques and tools.
* Experience of engaging with users and turning user insight into product improvements.
* Familiarity with setting, monitoring and reporting measurable product performance targets.

**Behavioural competencies**

**Building and Managing relationships**

…is developing rapport and working effectively with a diverse range of people, sharing knowledge and skills to deliver shared goals

Level 2 indicators of effective performance

* Develops new professional relationships
* Understands the needs of others, the constraints they face and the levels to their engagement
* Understands differences, anticipates areas of conflict and takes action
* Fosters an environment where others feel respected
* Identifies opportunities for joint working to minimise duplication and deliver shared goals

**Responding to Pressure and Change**

…is being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shift

Level 2 indicators of effective performance

* Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
* Anticipates and adapts flexibly to changing requirements
* Uses challenges as an opportunity to learn and improve
* Participates fully and encourages others to engage in change initiatives
* Manages the team’s well-being, supporting them to cope with pressure and change

**Planning and Organising**

…is thinking ahead, managing time, priorities and risk, and developing structured and efficient approaches to deliver work on time and to a high standard

Level 2 indicators of effective performance

* Prioritises work in line with key team or project deliverables
* Makes contingency plans to account for changing work priorities, deadlines and milestones
* Identifies and consults with sponsors and stakeholders in planning work
* Pays close attention to details, ensuring team’s work is delivered to a high standard
* Negotiates realistic timescales for work delivery, ensuring team deliverables can be met

**Decision Making**

…is forming sound, evidence-based judgements, making choices, assessing risks to delivery, and taking accountability for results

Level 2 indicators of effective performance

* Takes decisions as necessary on the basis of the information available
* Makes decisions without unnecessarily referring to others
* Involves and consults external stakeholders early in decisions that impact them
* Identifies potential barriers to decision making and initiates action to move a situation forward
* Demonstrates awareness of the GLA’s decision making processes and how to use them

**Managing and Developing Performance**

…is setting high standards for oneself and others, guiding, motivating and developing them, to achieve high performance and meet the GLA’s objectives and statutory obligations

Level 2 indicators of effective performance

* Motivates and inspires others to perform to their best, recognising and valuing their work and encouraging them to learn and reflect
* Sets clear direction and expectations and enables others to interpret competing priorities
* Agrees and monitors challenging, achievable performance objectives in line with GLA priorities
* Manages performance issues effectively to avoid adverse impact on team morale and performance
* Promotes a positive team culture that respects diversity and deals with barriers to inclusion

**Research and Analysis**

…….is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.

* Proactively seeks new information sources to progress research agendas and address gaps in knowledge
* Grasps limitations of or assumptions behind data sources, disregarding those that lack quality
* Analyses and integrates qualitative and quantitative data to find new insights
* Translates research outcomes into concise, meaningful reports
* Identifies relevant and practical research questions for the future

**Reasonable adjustment**

Reasonable adjustment will be made to working arrangements to accommodate a person with a disability who otherwise would be prevented from undertaking the work.