



CRM OFFICER

Salary: £doe (+ benefits & contributory pension)

Location: Truro/Falmouth, Cornwall

ABOUT US

Cool Earth is the charity that works alongside indigenous villages to halt rainforest destruction. Over the last nine years, Cool Earth has used its community-led model to save over 600,000 acres of at-risk rainforest. Unlike any other rainforest NGO, Cool Earth protects forest by empowering the people who live there. We don't buy land or create reserves. We make sure rainforest protection goes hand in hand with better lives.

The Cool Earth CRM is the primary system through which Cool Earth can manage their contacts.

This new role will ensure that Cool Earth is getting high quality data by providing a CRM system that is operationally fit for purpose, and is adopted by the whole team at Cool Earth. A successful CRM Officer will be the engine behind better communications with stakeholders and donors.

JOB DESCRIPTION

The main functions the post holder will undertake are:

- Managing the CRM system for Cool Earth, managing technical developments, patches, fixes, system tests and upgrades to ensure the CRM system is robust, complies with data security and provides Cool Earth with current accurate data.
- Leading on ensuring CiviCRM is understood by new and existing users by providing training
- Providing support for staff in data entry and basic CRM management
- Developing and building reporting processes on data held in the CRM, identifying emergent risks, issues and trends.
- Regularly assessing various options for optimising and customising the CRM to ensure



the system grows and evolves

- Researching, delivering and testing the Cool Earth CRM in conjunction with the WordPress website
- Providing briefings on upgrades and developments to the Cool Earth management team
- Managing and implementing Data Processes
- Quality assuring data, cleaning and migration of historic existing Cool Earth data into the CRM.
- Managing suppliers: managing relationships with technical specialist developers, and negotiating with third party suppliers.
- Systematic investigative research and fact finding to identify emerging issues within the CRM system that are not immediately obvious. Identifying and implementing the best solutions to resolve issues, managing conflicting views between users and suppliers.
- Monitoring Data Protection

SPECIFIC SKILLS AND EXPERIENCE

Essential

- An understanding of both functional and technical knowledge of CRMs, ideally in the not-for-profit or public sector.
- Experience of providing specialist and technical advice to maintain a CRM system, troubleshooting technical issues.
- Experience of reviewing, developing and documenting technical solutions and processes for CRM maintenance to meet business needs and managing and procuring technical development of a CRM by a third party.
- Ability to identify and spec analytical reports needed to identify issues, risks and trends based on CRM data. Ability to analyse and present complex information in an easily understood, accessible format.
- Ability to make quick decisions, proposing a range of solutions that meet needs of different stakeholders in the short and longer term.
- Ability to work autonomously but with support from external support specialists.



- Ability to take responsibility and to deliver on time and within budget.
- Experience of implementing information management policies and ensuring CRM compliance with information security requirements and standards.
- Experience of developing and delivering training sessions to CRM users.
- Experience of team management, both leading a team and working as part of a team with excellent people skills.
- Well organised, self-motivated and with good attention to detail, ability to respond constructively to feedback and listen carefully.
- Strong interpersonal skills, experience of managing relationships and negotiating with third party suppliers and persuading stakeholders.
- Experience of quality assuring and managing data migration.
- Experience of project management.
- A personal commitment to the mission and values of Cool Earth.

Desirable:

- Knowledge and experience of managing a CiviCRM system.
- Knowledge and experience of managing a WordPress CMS.

Things every member of the team is:

- Reliable – we follow through on every job, big or small.
- Informed – The world's complicated so we're always curious.
- Self-motivated – we fix problems without asking permission.
- Tonnes of initiative – we fix problems by digging for root causes.
- Love variety – we're a small team; jobs outside our job spec are a perk.
- People person – helping others be more successful is how we improve.

Cool Earth uses the following tools:

- Apple Macs



- MS Office
- Adobe In-Design and Photoshop (for anything external)
- E-mail sits on the Gmail platform
- Our website uses Wordpress
- CiviCRM holds our supporter data