

## Job description

### Our charity

We're Breast Cancer Now, the research and support charity. We're the place to turn to for anything and everything to do with breast cancer. However you're experiencing breast cancer, we're here.

The brightest minds in breast cancer research are here. Making life-saving research happen in labs across the UK and Ireland.

Support services, trustworthy breast cancer information and specialist nurses are here. Ready to support you, whenever you need it.

Dedicated campaigners are here. Fighting for the best possible treatment, services and care, for anyone affected by breast cancer.

Why? Because we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well. But to create that future, we need to act now.

<b>Job title</b>	CRM business analyst
<b>Directorate</b>	Fundraising, communications and engagement
<b>Team</b>	Data
<b>Job title of reporting manager</b>	Senior database manager
<b>Job title(s) of direct reports</b>	N/A
<b>Document created (month and year)</b>	August 2023

### Overview of directorate

The fundraising, communications and engagement directorate at Breast Cancer Now has overall responsibility for communicating, engaging, and fundraising to our key audiences across a range of channels.

We lead on communicating about our charity, its work and impact, to all audiences – from people living with or beyond breast cancer and their loved ones, to supporters, corporate partners and policy makers. We create and deliver high-quality, engaging information and communications about breast cancer and ways to engage with Breast Cancer Now.

In our team, we leverage the strength of our bold brand, reputation and cause to create compelling ways for people to support Breast Cancer Now's work. We're led by the voices of people affected by breast cancer, and we champion their views and needs across a range of communications and platforms.

We also work collaboratively with the public, patients, supporters, partners and healthcare professionals to develop communications, information and fundraising that builds awareness, trust, loyalty, passion, affinity, and influence.

We're responsible for delivering £12.7 million net income through our fundraising. All so that we can keep being here for anyone affected by breast cancer, with support for today and hope for the future.

Our directorate is responsible for:

- Brand, marketing and communications
- Digital
- Supporter experience
- Press, PR and celebrity
- Individual engagement and supporter operations
- Community and events
- Corporate partnerships
- Philanthropy and special events

We all work closely with teams in the corporate services directorate, and the research, support and influencing directorate.

## **Job purpose**

The role exists to drive and deliver the next phase of our CRM development programme and enable the delivery of new functionality to our CRM which will drive efficiencies and smarter working across the organisation.

The role is responsible for leading on business analysis, testing activities and implementation of new database processes in order to deliver the continuous improvement of the CRM solution. You'll work effectively with stakeholders across the organisation and perform thorough business analysis that is translated into concise requirements and robust solutions. You'll work closely with colleagues in the data team to comprehensively test, document and implement the solutions you have designed. Your work will deliver valuable change that will drive how Breast Cancer Now uses the CRM database and how it delivers maximum benefit across the organisation.

## **Key tasks and duties**

- Creating detailed analysis that outlines problems, opportunities, and solutions with requested or identified key organisational priorities
- Working with key stakeholders to define business requirements, agreeing, and reporting them back to the data management team
- Working with the CRM project manager to identify and document user stories for all system and business process requirements, making recommendations as required
- Identifying gaps in available information required to understand a problem or situation and

devising a means to remedy such gaps

- Utilising strong communication and relationship management skills to ensure key stakeholders are fully engaged with the data team and, additionally, using this relationship to ensure that these stakeholders are able to vocalise key upcoming priorities for their team/s in advance
- Leading workshops and meetings, both in person and using remote working technologies, to elicit and document system and business requirements from both technical and non-technical stakeholders
- Advising the organisation on how to optimise the CRM system (Blackbaud Enterprise CRM) to improve user and supporter experience
- Provide initial mini-assessments to submitted work requests from stakeholders in order to establish the provisional scope and approach to delivery
- Creating and maintaining standardised documentation of business functions, processes, information flows, and data structures, using various methodical and consistent techniques.
- Communicate findings, creating and presenting proposals for key stakeholders to secure approval from all key decision makers
- Create definition documents to capture the operational requirements, detail the proposed impacts required and translate these into specifications to produce the required solutions
- Collaborating closely with Data Team colleagues and other stakeholders to thoroughly test proposed processes and solutions
- Support colleagues to implement new processes and solutions
- To act as the organisation expert in use of the CRM database
- Promoting best practice and standards in the use of the organisation CRM
- Creating all required implementation and training documentation and ensuring successful execution for the handover of any new/ upgraded systems to business-as-usual teams
- Leading the communication to and training of relevant colleagues, including training system superusers to ensure the successful implementation into business as usual
- To adhere to Breast Cancer Now's health, safety and wellbeing policy and procedure and all other HR-related policies and procedures.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

## Person specification

### Qualifications and experience

It is **essential** for you to have the following qualifications and experience:

	Method of assessment	
	Shortlist	Interview
<ul style="list-style-type: none"> <li>Professional qualification, relevant degree or extensive demonstrable professional experience in business analysis</li> <li>Extensive experience of using, and deep understanding of Blackbaud Enterprise CRM or equivalent charity CRM database</li> <li>Experience of delivering business analysis function to make significant improvements to a CRM database through working on multiple projects with stakeholders at all levels of an organisation</li> <li>Experience of workshop facilitation</li> <li>Excellent working knowledge of process mapping tools (e.g. Microsoft Visio, Miro, etc)</li> <li>Creating end user acceptance testing scripts; supporting UAT process</li> <li>Creation of end user support and training material</li> <li>Produce specifications which can be easily understood a all stakeholders.</li> <li>Experience of using SQL to extract data required to undertake analysis and investigation activities is desirable</li> <li>Experience of working in a fundraising environment is desirable</li> </ul>	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>

### Skills and Attributes

It is **essential** for you to have the following skills and attributes:

	Shortlist	Interview
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<ul style="list-style-type: none"> <li>• Good planning, organisational and time management skills, with ability to prioritise own workload and work collaboratively with others</li> <li>• Excellent written and verbal communication skills, in particular to communicate complex technical concepts to non-technical colleagues</li> <li>• Ability to identify areas for improvement and seeking associated solutions while ensuring planned dates are achieved</li> <li>• Strong interpersonal skills</li> <li>• Ability to negotiate successfully with internal stakeholders for the benefit of all parties</li> <li>• Strong statistical and analytical skills</li> <li>• Highly numerate, excellent IT skills including excel</li> <li>• Driven by the delivery of business outcomes to achieve the organisation's mission, with a passion for data and its role in achieving this</li> <li>• An analytical, enquiring mind with the ability to problem-solve</li> <li>• Highly accurate work with meticulous attention to detail</li> <li>• Highly organised</li> </ul>	<p><b>X</b></p> <p><b>X</b></p>	<p><b>X</b></p> <p><b>X</b></p> <p><b>X</b></p> <p><b>X</b></p> <p><b>X</b></p> <p><b>X</b></p> <p><b>X</b></p> <p><b>X</b></p>
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## Role information

### Key internal working relationships

You will work closely with the following:

- Data Team
- Supporter Care, including Compliance
- Fundraising Teams (e.g. IG, Mass Participation, Community and Events, etc.)
- Research, Support & Influencing
- Wider organisation teams (e.g. Finance, Services, Volunteering, etc.)
- IT

### Key external working relationships

You will work closely with the following:

- kleene.ai
- Qbase
- Blackbaud
- External suppliers e.g. Valldata, Rapidata

## General information

<b>Role location and our hybrid working model</b>	<p>This role is based in our London office. However, our hybrid working model allows you to work up to 3 days per week at home. The other days will be primarily based in:</p> <p>Ibex House, 42-47 Minories, London EC3N 1DY</p>
<b>Hours of work</b>	35 per week, Monday to Friday
<b>Contract type</b>	Permanent
<b>Medical research</b>	We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when they're no alternatives.
<b>Conflict of interests</b>	You'll be obliged to devote your full attention and ability to your paid duties. You shouldn't engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken.
<b>Immigration, Asylum and Nationality Act 2006</b>	You shouldn't have any restrictions on your eligibility to indefinitely work or reside in the UK.

## How to apply - Guidance

We hope you choose to apply for this role. In support of your application, you'll be asked to submit your **anonymised** CV which means removing all sensitive personal information such as and for example, your name, address, gender, religion and sexual orientation. You'll also be asked to provide a supporting statement. When doing so please ensure you refer to the essential criteria on the person specification and clearly provide as much information as possible with examples to demonstrate how and where you meet the criteria.