

Membership CRM Digital Co-ordinator

1 year contract initially and renewable – Immediate start

Grade C, £34,739 per annum

Background to the role

The AAGBI is a national membership organisation for anaesthetists in Great Britain and Ireland. In order to deliver its new long term strategy, the AAGBI is in the process of modernising and transforming its website and CRM. The AAGBI's vision is to be the membership organisation of choice for anaesthetists by providing high quality and high value member services and education, and a key objective is to become fully digital by 2020.

With the new website being the interface for users, members and potential markets, the CRM will offer improved communications and services.

There is a requirement for a Membership CRM Digital Co-ordinator to coordinate the membership functionality within the new CRM and website and quality assure the delivery of these key strategic changes.

Job Purpose

In 2018 the AAGBI will deliver a digital transformation programme that will revolutionise how the organisation works and interacts with members/stakeholders via the web. The Membership CRM Digital Co-ordinator will be key to the successful delivery of this exciting project.

The post holder will be responsible for the successful implementation/configuration and delivery of the membership function of the AAGBI's new CRM system (Silverbear/Microsoft Dynamics) and website content management system (CMS/DNN).

The Membership CRM Digital Co-ordinator will work closely with different areas of the organisation to understand requirements and liaise with key stakeholders/developers to deliver the organisation's digital goals.

Responsible to

Reporting to Head of Education and Member Services, with day to day supervision by the CRM Implementation Manager.

Working with: In-house implementation team and AAGBI suppliers (Silverbear, Cantarus), AAGBI staff team

Key Responsibilities

- To be an integral part of the new website and CRM project implementation team, leading for the membership team on ensuring that new functionality is fully maximised.

- Responsible for contributing to overall website and CRM project objectives, more specifically the membership functionality deliverables.
- Support the configuration of membership processes and carry out user acceptance testing (UAT) of the AAGBI's new membership database/CRM solution (Silverbear) and work with the CRM Implementation Manager.
- To carry out user acceptance testing of the website journeys for members and the member portal, working with the Website Project Manager.
- Analyse, process map and quality assure current/proposed future internal membership processes and external online/offline member journeys.
- To work with the Head of Education and Membership Services and Membership Officer to configure member facing online self-service functionality, including paperless Direct Debit and online payment processing, online renewals and online joining, ensuring the processes are fully documented and tested.
- Ensure the membership section configuration incorporates the review and potential re-engineering of other departmental systems/processes.
- Deliver appropriate CRM/CMS reporting within membership to enable the organisation to take a knowledge-led approach.
- To work with the Head of Education and Membership Services to document and cascade the new membership processes/systems and ways of working to key internal stakeholders/staff members.
- Work on data cleansing for membership and consider data segmentation for both the website and new CRM to maximise reporting and communications for AAGBI membership activities.
- Work with the delivery team on data migration relating to membership activities.
- To have a detailed understanding of data protection legislation and implement best practices from the data protection policy and the new legislation for GDPR.

This role description is intended to reflect the main duties and responsibilities of the post and is not an exhaustive list of duties. The post holder may be required to undertake other duties which are commensurate with the role. The role description may be subject to change, according to the needs of the AAGBI Foundation, after discussion with the post holder.

Person Specification

Essential Skills, Experience & Knowledge

- Minimum of 3 years' experience of working with and implementing/configuring CRM technologies within a member focused environment
- Experience of membership processes in a membership organisation
- Experience of process mapping and documenting processes
- Microsoft Dynamics CRM Configuration skills (including views and dashboards)
- Experience of configuring a new Content Management System (CMS)
- Experience of liaising with developers
- Knowledge of online payment systems/processes
- Experience of using an email marketing tool to manage advertising and communication campaigns
- An analytical/critical problem-solving led approach
- An understanding of process re-engineering/customer self-service
- Experience of user acceptance testing
- Attention to detail
- Working knowledge of Data Protection and GDPR
- To work on your own as well as part of a team
- Proactive approach to managing own workload
- Communicate in a timely manner and maintain accurate documentation
- Support diversity and equality in the workplace

Desirable Skills, Experience & Knowledge

- Experience of working within a professional association
- Knowledge of the DNN Content Management System (CMS)
- An understanding of the health sector

Closing Date: 22 February 2018

Interview Date: 26 February 2018