

JOB DESCRIPTION

CRM Officer



ENGLAND
HOCKEY

Job Title:	CRM Officer
Location:	Bisham Abbey National Sports Centre
Salary:	Circa 25k (dependent on experience)
Hours:	35 per week
Responsible to:	Communications Manager

ENGLAND HOCKEY

England Hockey is the National Governing Body for the sport of Hockey. It is responsible for the management and development of the sport from grass roots to elite activities.

England Hockey has a membership comprising clubs (900+), counties (45) and regions (6 including the Combined Services) which affiliate to it. About 100,000 individuals over the age of 16 play regularly in the club system with an estimated 20,000 playing at university/college. Over 15,000 coaches, umpires and officials are also supported by England Hockey.

England Hockey's vision is to become a 'Nation where Hockey matters' through "providing inspirational leadership for all to fulfil their potential". The current focus for the organisation is delivery of its 5 objectives within a 2013 -2017 strategic plan:

- **Growth in participation** - Increase the number of people participating in hockey to ensure a vibrant and secure future for the sport
- **International success** - Continue to raise the performance bar of athlete and coach development to maintain world level standards and create positive role models for the sport
- **Increased visibility** - Deliver high profile quality domestic and international events that attract increased spectator numbers, TV coverage, and sponsorship
- **Enhanced infrastructure** - Enhance the playing experience by improving facilities, coaching, officiating and the support to volunteers, clubs and all our stakeholders
- **A strong and respected NGB** - Continue to maintain high governance standards and diversify sources of income to reduce reliance on grants

ROLE SUMMARY

The delivery of a CRM strategy is essential in helping drive the business forward through engaging and communicating effectively with both new and existing customers, and increasing the average yield from our customer base. The CRM Officer plays a key role in the management of the CRM system and its associated processes, and provides insight and information to develop a customer-centric culture across the business to empower our commercial work.

Working with the Communications Manager, the CRM Officer will help to deliver the CRM strategy, including developing customer journeys and refining data management, cleansing, profiling, and segmentation, and improving data capture. The role will also be central to membership retention and acquisition rates.

JOB DESCRIPTION

CRM Officer



ENGLAND
HOCKEY

KEY TASKS AND RESPONSIBILITIES

- Assist with the development and implementation of a CRM strategy focussing on the relationship between England Hockey and the customer
- Develop a holistic view of England Hockey's customer relationships and a single customer view in order to make relationship building more personal and relevant.
- Set up single customer view in a way that is appropriate for the business needs.
- Establish/maintain a high quality of data within the CRM system and associated databases to enable a single customer view for each contact to drive more effective customer interaction
- Ensure that data capture methods drive an increase in volume and obtain correct and consistent information to be uploaded.
- Create and continuously review customer journeys, identifying opportunities and touch-points to improve the customer experience.
- Ensure all customers receive consistent, relevant communication across all channels.
- Enable individual customer information to be shared throughout England Hockey to improve customer interaction and allow cross-selling and up-selling.
- Deliver business intelligence to the organisation measuring customer engagement
- Develop and lead customer insight for the sport via consistent surveying and other insight methods.
- Ensure data protection law is being followed.
- Integrate the CRM system into office working practices, for example recording of customer communications
- Work with web developers and IT Manager to develop and improve the links between CRM system, associated databases and the England Hockey website.
- Develop and build further online processes and enhancements through the use of Iris Web Page Designer, including integrations with other platforms.

This job description is not intended to be regarded as inclusive or exhaustive and will be amended in the light of the changing needs of the organisation. All staff will be expected to work at our major events.

PERSON SPECIFICATION

The CRM Officer must demonstrate the England Hockey Brand Personality through their behaviours:

- Ambition
- Focus
- Inspiration
- Integrity

Qualifications and Experience

- Educated to Graduate level or similar, or can demonstrate intellectual capability in terms of numeracy and literacy
- Proven experience in a similar CRM role
- Able to provide examples of making a positive impact on an organisation's CRM output
- A good knowledge of the Integra database system is desirable but knowledge and experience of maximising the use of CRM systems and databases is essential

JOB DESCRIPTION

CRM Officer



ENGLAND
HOCKEY

- Able to demonstrate experience of database management, segmentation, and data cleansing
- Experience of data-capture strategies
- An understanding of the importance of the customer journey, with examples of experience
- A good knowledge of data protection policy and regulations
- Experience of developing customer retention strategies
- Understanding of integration of CRM systems into businesses
- Knowledge of SQL Script

Skills and Abilities

- Strong project management and planning skills
- Proven competency in the use of IT systems, including CRM databases and Microsoft Office
- Excellent organisational and time management skills with the ability to work under pressure, balancing conflicting demands and meeting tight deadlines
- Excellent attention to detail
- Excellent problem solving and decision-making skills; knowing when to make decisions and when to refer to others for advice
- Ability to communicate, support and train staff
- Performance driven and customer focused
- Willingness to develop skills through continuing professional development
- A team player, able to work with a variety of internal teams
- Ability and willingness to work unsocial hours and travel domestically

TO APPLY:

Please submit your CV (maximum 3 pages) with a covering letter (maximum 2 pages) by email to Michele Townsend (michele.townsend@englandhockey.co.uk) clearly identifying how your skills and experience are relevant to the requirements outlined in the job description. We would also appreciate you taking the time to complete our Equality Monitoring Form.

To apply by post, please send your CV and covering letter to Michele Townsend, England Hockey Board, Bisham Abbey National Sports Centre, Marlow, SL7 1RR.

CLOSING DATE: 5.00pm, Thursday 16th January 2014

INTERVIEW DATES:

First round – Thursday 23rd January 2014

Second round – Wednesday 29th January 2014