



CRM and Data Insights Lead Job Description

ROLE OF THE CRM AND DATA INSIGHTS LEAD

The CRM and Data Insights Lead plays a key role in supporting Church Army's Engagement Team, which includes Fundraising and Communications. The purpose of the role is to ensure that Church Army uses high-quality data, insight, and analysis to make informed, evidence-based decisions as we communicate with external audiences and grow our supporter network.

The Engagement Team is responsible for supporter acquisition, donor retention, communications, and income growth. Insight is central to this work, helping deepen relationships with supporters, improve engagement journeys, and maximise impact. This role provides the insight needed to understand supporter behaviour and support the long-term sustainability of our income.

The role holds day-to-day responsibility for Church Army's CRM system (Microsoft Dynamics), including managing relationships with external technology partners. It plays a vital part in maintaining accurate, high-quality supporter data and ensuring the CRM is used effectively across the Engagement Team and wider organisation.

A key focus of the role is turning data into clear, accessible insight. The postholder will be confident working with CRM reporting and able to present trends and patterns in a way that supports decision-making and planning. They will work closely with colleagues to understand their needs and provide data, reports, and dashboards that are practical and meaningful.

Church Army is currently transitioning from Raiser's Edge to Microsoft Dynamics. This role will be central in supporting system adoption. The CRM and Data Insights Lead will act as the go-to CRM expert, helping colleagues build confidence in using the system through guidance, training, and ongoing support.

This role is suited to someone who combines strong data and systems skills with a collaborative approach and a passion for Church Army's mission to bring people to a living faith in Jesus. It is an evolving role, offering the opportunity to shape how data and insight are used across the organisation while being part of a supportive, faith-filled community.

This role is based in Sheffield, which is home to our team who have an operational focus on facilitating the work of Church Army across the UK and Ireland. This is a hybrid role, offering the flexibility to work up to 40% of your time from home — supporting a healthy balance between collaboration and focused, independent work.

This role has an occupational requirement for a Christian faith.

Jennifer Mears
Fundraising Operations Manager

Job Title:	CRM and Data Insights Lead
Location:	Sheffield - Hybrid
Responsible To:	Fundraising Operations Manager
Relating To	The Engagement Team
Purpose:	The purpose of this role is to lead the effective day-to-day management and embedding of Church Army's CRM system, ensuring high-quality data, reliable insight, and confident system use across the organisation. The role enables the Engagement Team to make informed decisions, improve supporter journeys, and grow income through accurate data, meaningful analysis, and strong collaboration with internal and external stakeholders.
Objectives:	<ol style="list-style-type: none"> 1. Lead the day-to-day management of Church Army's CRM system (Microsoft Dynamics.) 2. Successfully embed the new CRM into Church Army. 3. Act as the main point of contact with external CRM and Tech Partners. 4. Provide useful insight and analysis on data for the Engagement Team. 5. To be an active member of the Engagement Team and Church Army.

Key Responsibilities & Objectives:

- 1. Lead the day-to-day management of Church Army's CRM System.**
 - 1.1** Maintain high standards of supporter data quality and accuracy.
 - 1.2** Use data to help evaluate success of initiatives and improve supporter journeys.
 - 1.3** Respond to CRM-related queries and provide ongoing system support.
 - 1.4** Identify training gaps and common data accuracy issues and provide targeted upskilling to improve effective and consistent use of the system.
- 2. Successfully embed the new CRM into Church Army.**
 - 2.1** Act as the CRM expert and first point of contact for the Engagement Team and wider organisation.
 - 2.2** Support colleagues following the transition from Raiser's Edge to Microsoft Dynamics, helping embed effective and consistent system use.

- 2.3 Share learning, best practice, and insight across the organisation in an engaging and clear way.
- 3. **Act as the main point of contact with external CRM and Tech Partners.**
 - 3.1 Work with the Fundraising Operations Manager to identify, scope and support future CRM development and improvements.
 - 3.2 Maintain good working relationships with all third parties through excellent communication and regular contact.
 - 3.3 Report any bugs or issues so these can be quickly resolved. Find quick resolutions to any issues that may arise.
- 4. **To provide useful insights and analysis on data for the Engagement team.**
 - 4.1 To work with stakeholders to understand reporting needs and provide insight that supports supporter acquisition, retention and income growth.
 - 4.2 Translate data into clear, actionable insight, identifying trends and patterns in supporter behaviour and engagement.
 - 4.3 Produce regular and ad-hoc reports, dashboards, run data queries and analysis to support decision making across the Engagement Team.
- 5. **To be an active member of the Engagement Team and Church Army.**
 - 5.1 To undertake any such duties as are commensurate with the post at the direction of the line manager
 - 5.2 To be active as a member of the Engagement Team demonstrating and encouraging participation in team meetings and in the overall objectives and life of the team.
 - 5.3 To attend an annual appraisal and regular one to ones with your line manager
 - 5.4 To undertake any training as required for the role as identified in an appraisal or supervision
 - 5.5 To adhere to Church Army's contractual and non-contractual policies at all times. These are outlined in the Staff Handbook.
 - 5.6 Act in the best interest of Church Army at all times

TRAINING

As a responsible employer we value the importance of professional formation and expect our employees to commit to ongoing training towards fulfilling their roles. We will provide you with the support you need to succeed, including professional training where appropriate, regular 1-2-1s with your line manager and all the support that comes from being part of a national charity and a loving community

ROLE REQUIREMENTS

The post holder will need to demonstrate the following:

Essential	Desirable
Experience	
Experience of working with a CRM system, managing data and producing reports and insights.	Charity sector experience including working with supporter data.
Experience of building and running reports, dashboards, or regular analysis to support decision-making.	Experience using Microsoft Dynamics CRM.
Experience supporting the day-to-day use of a CRM, including data quality and system processes.	Experience using Power BI.
	Experience working with external suppliers or technology partners.
	Experience leading training sessions to provide ongoing development to colleagues
Knowledge and understanding	
Ability to act as a go-to contact for CRM queries and system support.	Confidence supporting organisation-wide system adoption and change.
Understanding of the importance of accurate data, consistency, and good data management.	
Ability to analyse data and translate it into clear, actionable insight for non-technical audiences.	
Confidence working with stakeholders to understand needs and deliver relevant data and insight.	
Ability to learn new systems quickly and support others in using them effectively.	
Skills, Abilities and Attributes	
Strong communication skills, with the ability to present data clearly and concisely.	
Experience of working collaboratively within a team and across functions.	
Ability to explain technical concepts in a way that is accessible and engaging. Writing reports, dashboards and presenting face-to-face.	
Be clear-thinking, with a creative and innovative approach to dealing with issues and problem solving.	

Ability to manage and take responsibility for own workloads, handle multiple priorities and meet deadlines.	
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OUTLINE TERMS AND CONDITIONS

Location	Sheffield – Hybrid (60% working from the office)
Salary	£22,091.40 per annum – pro-rata (£36,819 FTE)
Hours	22.5 hours per week
Pension	5% employer contribution
Annual Leave	247.5 hours including bank holidays (Pro-rated for part-time)
Contract Type	Permanent
Notice Period	4 Weeks
Probation Period	6 Months
DBS Requirement	<p>A DBS check is not required for this post. However, all staff are expected to read and comply with Church Army's Safer Ministry Policy.</p> <p>Everyone in Church Army whether a staff member, volunteer, Evangelist, Evangelist in Training or Licenced Waterways Chaplain is responsible for making sure that Church Army has a safe and healthy safeguarding culture. We are committed to protecting the vulnerable and ensuring the highest possible safeguarding standards. We expect everyone in Church Army to be familiar and comply with our Safer Ministry Policy, undergo any safer recruitment processes, and report any concerns or behaviours they don't think are right to a member of the safeguarding team: safeguarding@churcharmy.org, or someone they trust.</p>
Occupational Requirement	As this is a role promoting the Christian Faith, the postholder should be a committed Christian.

We also offer our staff:

- Life Assurance cover at 3 x salary
- Access to Unum and Benefit Hub
- Access to cycle to work scheme
- Free Employee Assistance Programme available to staff 24/7
- Free confidential counselling service
- Free Mortgage Advice

WHAT MAKES US CHURCH ARMY

Our Vision

For everyone everywhere to encounter God's love and be empowered to transform their communities through faith shared in words and action.

Our Values

See our [We Are Church Army](#) video.



Everything we do is underpinned by our GRACEUP values:

Generous - We believe God is generous and we want to model that generosity to others.



Risk-taking - We have a long heritage as a pioneering movement, taking calculated risks and giving our staff permission to try new things.



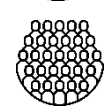
Accountable - We are accountable to God and others, and we want to be reliable and responsible to high professional standards.



Collaborative - We are committed to partnering with others who share our values; we believe collaboration enhances the potential and outcomes of our work.



Expectant - We are hopeful, expecting God to do new things through our frontline work and the Church Army community.



Unconditional - We believe God loves everyone and every person is significant in His eyes. We serve anyone regardless of their age, gender, race, sexuality, faith, ability, status or circumstances.



Prayerful - We listen to God through prayer, and we want to be obedient to Him. We want to be like Jesus in all we do.

Working with Us

We aspire to see our teams reflect the communities they serve, and to have a diversity of people and views reflected across our organisation. We are a Christian charity working with people of all faiths and none. We ask that our team, where being a Christian is not a requirement, to respect and be sympathetic to our history, work, vision and values.

We welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are an equal opportunities employer, and we do not discriminate on the basis of any characteristic, including those protected by the Equality Act.

Church Army staff have access to a wide range of benefits, and you can find some of these listed on our website below our vacancies.

APPLICATION PROCESS

If you would like you to find out any more about the role, please contact our Jenny Mears at Jennifer.mears@churcharmy.org

To apply, please submit a **Church Army Faith Based Application Form** which is attached to the advert for this role.

Closing Date: 27 February 2026

Interview date: Week Commencing 9 March 2026

What to expect from our Recruitment Process:

- Email your completed application form on our website, **in word format**, to recruitment@churcharmy.org
- One of our team will acknowledge your application
- Applications are shortlisted against the person specification
- You will be contacted as to whether you have been invited to interview

Offers of employment are made subject to:

- Evidence of your eligibility to work in the UK
- Successful completion of a probationary period
- Two satisfactory references

References are usually only requested once an offer has been made. We will ask for your permission before seeking any references.

For more information about Church Army please visit: www.churcharmy.org