

Senior CRM Support Officer



national youth
advocacy service

gwasanaeth eiriolaeth
ieuenctid cenedlaethol

Job Description

Main Purpose of Job:

The senior support officer will manage the user journey in relation to our custom-built internal database system, known as CHIP.

To role holder will deliver high quality help and support to system users across all support channels, in order to develop individual users' skills and enable teams across the organisation to make effective use of the functionalities of the system.

To lead the development and implementation of an integrated, high-quality programme of initial and continued system training, in response to the needs of end users – focusing on the functionality of views, dynamic charts and dashboards, to enable colleagues to proficiently extract and present datasets relevant to their role.

Develop communications with end users, to ensure all stakeholders remain informed and engaged – increasing user compliance as well as access to high quality user feedback.

Accountable to:

CRM Manager

Location:

Home based/ office based, agile working options available

Duties & Responsibilities

- Support the onboarding and induction of new users to our Microsoft Dynamics 365 CRM system.
- Provide high quality first and second-line user and application support. This includes:
 - Responding to user queries across multiple support channels, including Microsoft Outlook, Microsoft Viva Engage and the IT ticket system, within agreed time frames.
 - Meeting with users one-to-one and in small groups via Microsoft Teams to gather additional information regarding system errors and user needs.
 - Applying system knowledge, diagnostic techniques, and existing knowledge base content to provide the necessary advice and guidance to users.
 - Communicating in a clear, friendly and responsive manner, managing user expectations in relation to time frames and possible solutions.
 - Escalating system errors for the attention of the CRM team, IT team and third-party developers, as required.

- Monitor the quality of user support provided by the CRM team, keeping colleagues informed about arising issues through briefings, individual or team-based coaching and written guidance.
- Line manage other support officers.
- Support superusers across the organisation to ensure they are adequately equipped and informed to be successful in their role.
- Support change processes in relation to system developments, including:
 - Participating in system and user testing.
 - Publishing short news articles and more detailed knowledge base content to the internal SharePoint site.
 - Leading live briefings and drop-in events for groups of users via Microsoft Teams, to demonstrate new system functionality. Attending regional and team meetings in other departments for the same.
 - Monitoring user engagement and tailoring communications to changing business needs and user behaviour.
- Drive positive change in user behaviour, to ensure optimum efficiency and consistency of approach across the organisation. This includes:
 - Managing user learning content in the internal SharePoint site – creating and updating written and audio-visual content in response to system developments, changes to organisational practices and arising user needs.
 - Sharing and influencing operational best practice, supporting operational managers to successfully embed new ways of working.
 - Collecting, analysing, and reporting data on user behaviour and compliance.
- Monitor the user satisfaction journey, through both formal and information consultation and data analysis, to guide future developments.
- Advise the CRM team and key stakeholders of significant trends or challenges raised by end users that are potential barriers to the success of the CRM system or the organisation as a whole.
- Contribute to the production and review of team documentation, including policies, procedures and templates.
- Actively uphold, and promote adherence to, NYAS policies and procedures.
- Safeguard data, with particular reference to sensitive personal information, in accordance with appropriate legislation, industry standards and NYAS policy.
- Maintain confidentiality at all times.
- Partake in regular supervision, annual review and development opportunities as required by NYAS policy.
- Undertake any other reasonable duties as directed by NYAS.
- Uphold NYAS' values and behaviours.

Person Specification

Qualifications		
Educated to Level 3 (A Level or equivalent) or above.	E	A, I, D
Higher level education in Computer Science, Information Technology, Business Management, Education, or a related discipline.	D	A, I, D
Microsoft Certifications.	D	A, I, D
Experience and Knowledge		
Good technical understanding of Microsoft Dynamics 365 and/or relational database systems.	E	A, I, T
Experience in a client-facing role, working directly with internal stakeholders or external customer service.	E	A, I
Demonstrable proficiency in the Microsoft Office core suite, including Word, Excel, PowerPoint and Teams.	E	A, I, T
Experience of producing easy-to-read technical documentation.	E	A, I, T
Experience of developing learning content, activities or events relating to systems and/or data reporting.	D	A, I
Experience of supporting communications, such as moderating social media channels and/or publishing online news or blogs.	D	A, I
Demonstrable knowledge of best practice relating to organisational learning and/ or change management.	E	A, I, T
Experience using Microsoft Viva Engage and/or Microsoft SharePoint.	D	A, I
Experience using helpdesk applications.	D	A, I
Experience of supervising staff in technical roles.	D	A, I
Excellent understanding of data protection and GDPR.	E	A, I, T
Aptitude		
Genuine interest in IT, CRM platforms and/or Microsoft Dynamics.	E	A, I
Ability to assess and resolve problems effectively.	E	A, I
Ability to build positive relationships with internal and external stakeholders.	E	A, I
Ability to present information in a clear, concise and professional manner.	E	A, I, T

Person Specification – Continued

Excellent data skills, with the ability to collect, organize, analyse and present complex datasets.	E	A, I, T
Excellent time management skills, with the ability to handle multiple projects concurrently and to prioritise effectively.	E	A, I, T
Ability to undertake allocated tasks with minimal supervision.	E	A, I
Exceptional accuracy and attention to detail.	E	A, I, T
Drive to increase own knowledge and skills to support the implementation of new technologies and business processes.	E	A, I
Experience and Knowledge		
Commitment to the principle of equal opportunity.	E	A, I
Commitment to NYAS' mission and values.	E	A, I

E= Essential, D= Desirable

A= Assessment, I= Interview, D= Documentation, T= Test

All posts are subject to receipt of satisfactory references, Digital Risk Assessment and a satisfactory DBS enhanced disclosure check