



JOB DESCRIPTION

Job Title:	CRM Systems Manager
Team:	Business Insight
Classification:	
Reports to:	Business Insight Lead
Classification of Line Manager:	Lead
Number of Direct Reports:	0

Job Purpose

West Midlands Growth Company helps create new jobs, build and expand businesses, attract regional investment and encourage tourism.

Working within the Business Insight team, this key role will support the organisation's transition to an improved data environment - ensuring data quality, insightful analysis, and efficient processes.

You will assist in optimising how we utilise our Zoho software suite with focus on the CRM system, improving data processes, and promoting best practices. As a member of a growing team, you will help oversee data operations, offer strategic insights, and foster data-driven decision-making.

We are looking for someone with considerable experience in CRM customisation and administration to enact best practices for a step-change improvement in the effectiveness of our CRM.

Our people and our offices

West Midlands is an exciting, vibrant and diverse region and West Midlands Growth Company aims to reflect this in all that we do. Our objective is that our work, services and employs practices that will promote a positive impression of the region, and we will take every step to minimise or eliminate outdated preconceptions and stereotypes.

West Midlands Growth Company whole-heartedly supports the principle of equal opportunities in employment and opposes all forms of unlawful or unfair discrimination on the grounds of colour, race, nationality, ethnic or national origin, sex, disability, age, religious belief, sexual orientation or marital status.

We believe that it is in the company's best interests of all those who work in it to attract, retain and develop a diverse pool of talent. We therefore seek to ensure that the human resources, talents and skills available throughout the community are considered when employment opportunities arise. We believe it is essential to the company's success to enable employees of all backgrounds to reach their full potential by encouraging a working environment that is inclusive to all.

To this end and within the framework of the law we are committed, wherever practicable, to achieving and maintaining a workforce which broadly reflects the local community in which we operate.

Main Responsibilities and Key Activities

Data Strategy and Optimisation

- Lead in streamlining and restructuring existing data systems and processes
- Identify opportunities for automating data input and management in order to ensure accuracy and efficiency
- Have a working knowledge of CRM systems (Zoho preferred) and data management best practices
- Have awareness of programming and automation tools (experience is beneficial but not essential)
- Support the use of tools, such as AI, to enhance workflows, particularly around CRM data and insights
- Enhance data integrity and address challenges related to data misuse within the organisation



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- Contribute to developing clear documentation and accountability frameworks to support operational excellence

CRM Oversight

- Provide actionable insights and research to stakeholders by analysing and interpreting key data.
- Support data-driven solutions to ongoing issues
- Contribute to initiatives to automate repetitive tasks and improve usability for key accounts and stakeholders.
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- Collaborate to develop tailored data solutions for various needs

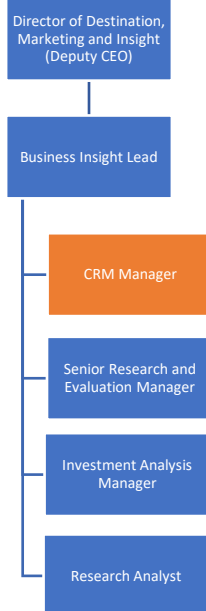
Collaboration and Communication:

- Work closely with business insight team (currently 3 members + manager) to support project alignment and success
- Liaise with stakeholders to maintain strong relationships and deliver effective outcomes
- Work with stakeholders across the business to address pain points and further CRM adoptions
- Collaborate with stakeholders and team members with strong interpersonal skills
- Maintain a proactive approach to learning and sharing best practices within a team
- Demonstrate confidence in contributing to projects and presenting insights effectively

Dimensions

Location: Hybrid role, minimum 2 days in central Birmingham office a week. No expected travel.

Business Insight team structure:



Budget responsibility: None

Key Skills and Competency Requirements

Area	Essential	Desirable
	Undergraduate degree	



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Qualifications		
Skills and attributes	Working knowledge of CRM systems Ability to analyse datasets and provide clear, actionable insights.	Zoho CRM knowledge Programming: Deluge, SQL Familiarity with AI tools for enhancing workflows
Knowledge and experience	3-5 years' experience in similar CRM management role administering and customising CRM systems	Stakeholder management Marketing knowledge

Our Values

Trust – Trusted Delivery Partners	We do what we say we are going to do, collaborating with our stakeholders to deliver and achieve regional outcomes, leading the way for economic development using our knowledge and expertise.
Respect – Opinions Matter	We believe everyone has the right to be listened to and be heard. We appreciate the impact of our actions and behave accordingly
Leadership – We lead by example	We lead by example, that means as an external ambassador to the business, and internally to our workforce. We embrace innovation and creativity, empowering our teams to deliver quality transformative outcomes.
Wellbeing – Health, growth and inclusivity	We support and promote wellbeing of everyone. We want to be an inclusive and engaged workforce, where everyone has a clear sense of purpose and courage. We encourage everyone to thrive in a way that makes them successful, resilient, healthy and happy, developing a growth mindset.

Prepared by

Mary Grace Hager	Date: March 3, 2025
	Job Title: Business Insight Lead