



## **National Women's Council**

### **Job Description**

**Job Title:** CRM and Digital Engagement Officer

**Responsible to:** Head of Communications and Membership

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#### **Main Purpose of Role**

The CRM and Digital Engagement Officer is responsible for the effective implementation and further development of NWC's CRM (Salesforce) system, ensuring that the system is being used to the best benefit of the team whilst providing an enhanced user journey for our members, supporters and donors in line with NWC's Strategic Plan and NWC's Membership Strategy. The CRM and Digital Engagement Officer is responsible for the executing of the day-to-day configuration, support, maintenance and improvement of our platform. Key systems include: fundraising, invoicing and communication, GDPR data collection, retention and cleaning and ensuring Salesforce reporting is intuitive and timely and supports data-driven decision-making by senior leaders.

The Officer identifies and implements creative ways to engage members and supporters digitally, in particular in relation to online events and webinars. The Officer is a core member of the internal IT team and is responsible for CRM and digital engagement tools training to staff.

#### **Principal Duties**

1. Serves as primary system administrator for NWC's CRM system (Salesforce), ensuring all of its functions and integrations with NWC's website/external platforms/apps work effectively and smoothly
2. Ensure effective CRM maintenance and leads on further enhancement of CRM system
3. Manages relationship with external CRM consultant, including swift resolution to issues.
4. Ensures member information and payment details are correct and up to date
5. Updates membership information and membership contact details on NWC's website
6. Supports NWC in ensuring the organisations' compliance with GDPR
7. Maintains & identifies new, appropriate apps from the AppExchange for event management, mass email, donation handling, and more.



8. Identifies and implements digital tools to enhance online engagement with members and supporters
9. Provides training and supports staff in CRM and digital tools
10. Supports membership recruitment and communication and answers members queries
11. Supports overall membership engagement and provides support at NWC events (online and in person), as required.
12. Contributes to strategic planning and analysis
13. Supports the development of relevant funding applications
14. Supports the implementation of NWC's membership strategy
15. Develops workplans in line with our Strategic Plan
16. Identifies income generation opportunities as part of work
17. Participates in NWC team meetings, the internal IT team and regular performance management meetings with the Head of Communications and Membership
18. Produces a monthly report for the Director, and report to the NWC Board as required.
19. Undertakes such duties as may reasonably be assigned from time to time by the Head of Communications and Membership and/or Director

#### Essential experience & skills

- Two years' experience of working with the Salesforce platform preferably the Nonprofit Success Pack.
- Experience of working with external CRM consultant
- Excellent IT skills with a focus on digital engagement tools
- Ability to deliver on agreed projects, including reporting back on results
- Strong problem-solving skills and the ability to analyse problems and develop actionable and appropriate tactical plans quickly
- Ability to communicate effectively with both technical and non-technical audiences (written and oral)
- Attention to detail



### **Desirable experience and skills**

- Experience of working with Donor Box, Zapier, Mailchimp/Eventbrite integration, Stripe, webinars (Zoom), Microsoft Teams.
- Experience of working for a membership organisation
- Experience in digital fundraising

### **Core competencies for the position**

- Must be fluent English speaker
- Drive and commitment to feminist values
- Knowledge and understanding of NGO sector in Ireland and gender equality
- Ability to represent NWC externally
- Striving to improve personal performance and commitment to self-development