

This job description serves to illustrate the type and scope of what is required for the post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or level of responsibility entailed.

Section 1 - Job Details

Job title	Data Operations Manager
Directorate area	Corporate Services
Department/Team (if applicable)	Technology Team
Reports to	Head of Product and Systems Management
Direct reports	None
Job Location	Office-based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

Section 2 - Job Purpose

The MS Society has made a huge investment in technology to implement a new CRM system to enable us to improve in use of our data and to streamline contact with the MS Community, including Services, Fundraising and directed communications. This is the Organisation's key, central system.

90% of all funding for the charity is processed through the CRM system including Gift Aid, regular giving and special events, Direct Debits. This role is critical and responsible for the end to end processes working and, therefore, the income being processed and collected in a timely fashion.

The role will be part of a CRM team responsible for managing and supporting functionality and data within the CRM system. The role is also responsible for managing key internal and external relationships at all levels.

It is responsible to ensure that the end to end data flows are fit for purpose and that data within is clean, accessible and available.

The role is also responsible for delivering the 3rd line support of the CRM system.

The role is expected to be an expert in their field.

Section 3 - Key Responsibilities/Accountabilities

(Normally between 4 and 10)

	Responsibility/ Accountability
1	Custodian (accountable) of the CRM data and responsible for major data import/export into the system including data validation, de-duplication, cleansing and fixing of data throughout the multiple data systems.
2	Responsible for managing 3 rd parties to define the standards, format, quality and methods of data import/export.
3	Responsible for the curation and management of import and export routines of key fundraising data using appropriate tools.

4	Responsible for forming and managing the functions work within the Organisation to build key relationships with key data users to ensure data is correctly ingested and that the money follows the data through the system.
5	Responsible for defining and setting standards and principles of data use in the system and fully enforcing these principles across the Organisation and to suppliers.
6	Maintenance of legacy systems and processes where necessary

Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of data assets within the CRM system and beyond.
Staff/Volunteers	No staff but responsible for fully managing key relationships internally and externally.
Budget	Import into the Section's budgetary planning and management.
Key relationships	DBA, S&BI Team, Individual Giving, Fundraisers, Events Team and any data/system user.
ISO	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

Section 5 – Key deliverables

	Measures of success
1	Maintenance of clean, relevant and timebound data sets
2	Automated process creation to ensure duplications are managed
3	Accessibility to data at all times
4	Advice to the Organisation on best practice on data collection and management.
5	Management of key stakeholders

Section 6 – Competencies and contribution

Competency	Level required (see below)	B	E	A	T
Fosters co-production	4		X		X
Open to change and innovation	4	X		X	
Sound decisions	3		X	X	
Collaborative working	3				X
Effective communication	3			X	X
Outcome focussed	4	X			X
Inclusivity	3				X
Accountability	4	X	X	X	X
Tech savvy	4	X		X	

Level	
5	Strategic – Senior management and/or strategic responsibility requiring wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	Expert/ Recognised authority – Responsible for managing significant resource (people, budget etc) associated with the function/activity. Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.
3	Complex – Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	Enhanced – Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and/or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	Foundation – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

Section 7 - Learning & Development requirements

(List L&D requirements for role)

Foundation (mandatory)	
Additional internal learning/ courses required for role	
Other professional training/qualification required	Some of the tools used are proprietary and have been built in a certain way. There will need to be training in SQL, SSIS and KingswaySoft.

Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)

Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview. There should be no more than 7 shortlisting criteria.

Requirement	Essential	Desirable	Tested*
SQL (SSIS, SSRS) knowledge		X	I
Knowledge of Dynamics CRM 365 and associated technology	X		IA
Working knowledge of KingswaySoft	X		A
Knowledge of deduplication techniques	X		IA
Proven data management skills and experience	X		IA

*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

Section 9 – Additional Information and Requirements

Confidentiality	Ensure that essential information of a sensitive and/or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation/requirements.
Equality, diversity and inclusion	Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices. As a charity whose primary focus is to support and improve outcomes for those with a disability, we expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by those with disabilities whilst working with us.
Health & safety	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
Safeguarding	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks and Disclosed Barring Service checks will/will not be required for this role.
Key contacts/ relationships	DBA, S&BI Team, Individual Giving, Fundraisers, Events Team and any data/system user.

Unusual specific physical/mental demands associated with the role	None
Travel requirements	Visits to the office for Team meets etc.
Unsocial hours	When necessary but not often. System upgrades etc.

Last updated 31/03/2025