



Mo Ibrahim Foundation

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| Position title: | CRM & Insights Manager |
| Organisation: | Mo Ibrahim Foundation (MIF) |
| Location: | London (hybrid working – 2 days remote per week) |
| Hours: | 09:30-17:30 GMT, Monday-Friday |
| Start date: | ASAP |
| Salary: | c.£45,000 depending on experience |

Job summary

The [Mo Ibrahim Foundation](#) is looking for a highly motivated individual to join our dynamic digital team as a CRM & Insights Manager. The successful candidate will oversee the management of our CRM system (CiviCRM), including a restructure and ongoing insights, as well as integration with our websites in collaboration with an external development team. The role will also be responsible for leading on insights from our websites and social media platforms with support from our partner.

Reporting to the Head of Digital, this position will involve collaboration with the events, communications, and research teams, as well as multiple external partners.

Key responsibilities

- Clean and organise the current database.
- Lead the end-to-end implementation and administration of CiviCRM, ensuring alignment with the Foundation's needs and processes.
- Leverage CRM data segmentation to enable targeted marketing campaigns, based on insights obtained from the system.
- Oversee the seamless integration of the CRM system with our websites, facilitating accreditation processes and ensuring smooth data flow.
- Manage and maintain the CRM database, ensuring data accuracy, integrity, and security.
- Collaborate with cross-functional teams to gather requirements, design customisations, and optimise CRM workflows, enhancing operational efficiency.
- Provide training and ongoing support to staff, enabling them to effectively utilise the CRM system while offering troubleshooting assistance when needed.
- Analyse data from CiviCRM, Google Analytics and Sprout Social generating insightful reports and identifying trends and opportunities for improvement.
- Monitor and assess performance metrics, recommending strategies to enhance engagement and retention.
- Stay updated on industry best practices, technology advancements, and requirements, applying this knowledge to enhance CRM functionalities.
- Ensure compliance with data protection regulations, maintaining high data privacy and security standards within the CRM system.
- Collaborate with external partners, facilitating the implementation of additional CRM modules or customisations when necessary.



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Person specification

- A minimum of 3+ years of practical experience with a CRM database is essential. Experience with CiviCRM is not essential but beneficial
- Demonstrated success in integrating CRM systems with websites.
- Proactive, with the ability to work independently in a fast-paced environment.
- Strong understanding of CRM principles, best practices, and data management including GDPR.
- Excellent analytical skills, interpreting and utilising CRM data to inform strategic decision-making.
- Effective communication and interpersonal skills, fostering collaboration across various departments.
- Detail-oriented with a commitment to maintaining data accuracy and consistency.
- Demonstrated ability to manage multiple projects simultaneously and meet deadlines.
- Experience collaborating with cross-functional teams and external vendors.
- Experience with Google Analytics, including setting goals and interpreting data to inform content strategy as well as campaign reporting.
- Experience of analysing social media stats and reporting.
- Prior experience in a non-profit or membership-based organisation desirable – no sales aspect to the role.

Application procedure

Please send up to date CV and a brief covering statement outlining your interest in and suitability for the role to applications@moibrahimfoundation.org, with the job title in the subject line. Please note that we are only able to contact candidates selected for interview.

Please note that flexible working hours and occasional international travel will be required for this position.

Candidates should have the right to work in the UK.