Fixed Term Contract (4-year duration)

Title:	CRM Platform Lead
Grade:	Level E
Department:	Business Process Improvement and IT
Reporting to:	Department Manager, BPI & IT Department
Location:	East Point, Dublin
Job Reference:	**EI.052.24E**

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Applicants must have the legal right to live and work and be available to work in the location.
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Role Purpose

The Business Process Improvement & Information Technology Department (BPI & IT) at Enterprise Ireland is seeking an experienced CRM Platform Lead to join us on our transformative journey. We oversee a diverse portfolio of information systems, databases, websites, online client services, and a global network and communications infrastructure. Our team collaborates across the organization to develop and procure processes and technology that support our operational and strategic needs while safeguarding organisational and client data.

This transformative journey includes an overhaul of our target operating model, a redesign of our technical architecture, and a strategic reconfiguration of our software platform landscape to meet future business objectives. A significant part of this journey will involve transitioning to a market Leading SaaS based CRM platform and Enterprise Data Management solution.

Enterprise Irelands existing data and CRM infrastructure primarily consists of MS SQL Server Databases (On Premises and Cloud), Power BI Report Server (On-Premises), custom in-house developed CRM, Sales Force CRM for EI's Overseas network, Oracle FMS, Office 365 (E5 license) and Sharepoint Document libraries.

Functional Competencies

These competencies are essential for a CRM Platform Lead to effectively manage and optimize the CRM platform, crucial for a large business. They ensure data integrity, security, and efficient user access, streamlining operations and enhancing productivity while supporting the platform's growth with the business.

Experience
- A significant level of experience in a leading role on a major cloud-based CRM platform **is essential**.
- Demonstrated success in managing and improving a CRM system for a large-sized company **is essential**.
- Completion of an advanced relevant certification in a CRM platform (e.g., Salesforce CRM - Certified Advanced Administrator, Dynamics CRM - Finance and Operations Apps Solution Architect Expert) **is essential**.

Education:
- Bachelor's degree in computer science, engineering or a related field is advantageous.

Technical skills in
- Expertise in various CRM Platform modules and features.
- A proven track record on delivering solutions using native CRM features and functions.
- A proven track record in developing and securing web services API infrastructure from a CRM Platform.
- Significant involvement in deploying and securing CRM modules for mobile and desktop devices.
- Setting up and administering user profiles, permissions, and roles to facilitate secure and efficient user access.
- Maintaining data integrity through validation rules, deduplication processes, and effective data migration techniques.
- The ability to use CRM specific data manipulation languages for queries, reports and maintain data objects.
- Establishing and upholding strong security protocols, including field-level security, role hierarchies, and routine security reviews.
- Crafting and deploying workflows, process builders, and automation tools for optimized business
- Assisting in the overseeing of CRM Platform projects from start to finish, encompassing planning, execution, and monitoring phases.
- Driving change management initiatives to ensure seamless integration of new CRM Platform functionalities and updates.
- The ability to create CRM based reports and dashboards.

Analytical/Problem Solving skills in
- Interpreting business needs and converting them into CRM Platform solutions.
- Developing actionable reports and dashboards to offer insights and aid decision-making.

Enterprise Ireland Behavioural Competencies

Results Focused
The ability to remain outcome and results focused with regard to business priorities and organisational goals, monitoring progress and adjusting approach ensuring delivery against the appropriate timescales.

Innovation and Risk-Taking
Actively encourages new ideas, experimentation and measured risk-taking, while always being on the lookout for opportunities to continuously improve business processes and efficiencies within Enterprise Ireland and client organisations.

Problem Solving and Decision-Making
The ability to be decisive and take tough decisions about clients, people and costs to deliver sustainable results, using the analysis of information and situations to make logical and sound decisions.

Client Focused
The ability to provide an excellent client service focusing on client needs and building and maintaining effective personal and business relationships to advance clients' objectives and Enterprise Ireland strategy.

Communicating with Impact to Influence Others
Communicates in a manner that will persuade, convince and influence their own staff and others, both internally and externally, in order to motivate, inspire or encourage them to follow a particular course of action.

Teamworking
Co-operates with colleagues, shares information and respects the opinions and values of staff members. Understands the skills, experience and knowledge of staff members and maximises how these can be utilised to the benefit of the department, the organisation and the client.

Embracing & Leading Change
Understands the business agenda of Enterprise Ireland and embraces changes for area of responsibility and for external and internal clients.

Acting / Leading with Integrity
Lives the Enterprise Ireland purpose and values, acting genuinely and with integrity, in a manner that builds trust and engages and motivates others, placing the genuine needs of the client, the organisation, and staff ahead of personal agendas.

Networking
Establishes and maintains mutually beneficial relationships with colleagues and other networks for the purpose of sharing information.

Developing Yourself & Others
Creates an environment that enables others to excel in terms of job performance.

Salary Scale:

€79,086 to €97,130 per annum contributory superannuation
Rising to €103,106 by long service increments.

€76,389 to €92,272 per annum non-contributory superannuation
Rising to €97,951 by long service increments.

Candidates should note that entry will be at the minimum of the relevant scale and the rate of remuneration may be adjusted from time to time in line with Government pay policy. Subject to satisfactory performance, increments may be payable in line with current Government Policy.

** Point of entry on this salary scale may differ from the minimum point of the scale if the successful candidate is a current public or civil servant.

Application and Selection Process:
The selection process may include short-listing of candidates. The selection criteria will be based on the requirements of the position. It is therefore important that you provide a detailed and accurate account of where you believe your skills and experience meet the requirements for the position. This should be contained in a short document (maximum 2 pages – see template provided) accompanying your CV.

Applicants should note that, for shortlisting purposes in particular, clear evidence of the functional competency requirements listed as essential in this specification must be demonstrated as part of your supporting document accompanying your CV.

To apply for the position, please visit www.consciatalent.com/enterprise_ireland and upload a detailed CV and a completed supporting document quoting reference number **EI.052.24E** to be received no later than **12th January 2025 at 3pm.**

For queries about this role please contact Donald O'Doherty, Conscia Talent on 087 6163195 or via email at: donald@consciatalent.com

Issued by People and Change Department, Enterprise Ireland on 13th December 2024

Enterprise Ireland is an equal opportunities employer

Recruitment Data Protection Statement | Enterprise Ireland (enterprise-ireland.com)

Additional information about this role

The CRM Platform Lead will be an integral part of the BPI & IT Department, significantly influencing the organisation's data landscape. This role encompasses a wide range of responsibilities aimed at ensuring the CRM platform is effectively leveraged to meet the evolving needs of the organisation.

The role encompasses managing, configuring, optimising, supporting, maintaining, and enhancing the CRM platform, for optimal performance and user satisfaction including overseeing user roles, profiles, and permissions to maintain data security and compliance. Responsibilities also include developing and maintaining workflows, process builders, and other automation tools to optimise business processes. Collaboration with the Data Management Team and various stakeholders is crucial in establishing effective data management policies and supervising CRM data operations to ensure data integrity and accuracy. Additionally, the role involves leading data integration and migration efforts, planning and managing data migration activities, and setting up automated data synchronisation principles.

The CRM Platform Lead will be responsible for developing and maintaining reporting and analysis tools within the CRM platform, and for creating reports and dashboards that meet business needs. Ensuring the security and compliance of CRM data requires close cooperation with the Cyber and Information Security Team to implement strong security measures and disaster recovery protocols. Staying current with the latest CRM features and best practices is essential, contributing to ongoing improvement and innovation within the organization.

What We're Looking For

We seek candidates who are experts in a leading SaaS-based CRM platform who have excellent data management skills and an understanding of industry best practices, dedicated to ensuring the platform aligns with the organisation's evolving needs. You should be prepared to engage actively and excel in a dynamic, evolving environment with a commitment to continuous learning.

This role presents a unique opportunity to contribute to the future vision of Enterprise Ireland to drive innovation and efficiency. If you are enthusiastic about making a significant impact and being part of a transformative journey.

Key Responsibilities

These responsibilities ensure that the platform is reliable, accessible, and ready for use with data security measures to protect sensitive information and comply with regulations.

CRM Platform Administration
- Manage and maintain the CRM platform, ensuring optimal performance and user satisfaction.
- Implement and manage user roles, profiles, and permissions to ensure data security and compliance.
- Develop and maintain workflows, process builders, and other automation tools to streamline business processes. Actively monitor workflows and resolve issues that arise.
- Collaborate with the IT Solution Architect and technology teams to integrate the CRM Platform with other organizational systems.

- Regularly monitor and review updates, patches, and new features released for the primary platform and associated applications.

Data Governance & Compliance
- Collaborate closely with the Data Protection, Security, Data Management teams to formulate, supervise, enforce and continuous assess a comprehensive Data Governance Strategy.
- Work with the Data Protection Officer to ensure adherence to data protection and privacy regulations and policies such as GDPR or DPA.
- Apply and uphold rigorous security measures to prevent unauthorised access and breaches through encryption, access controls, and regular security audits. Apply secure Apps and API security with authentication methods, access controls and monitoring strategies.
- Maintain and review data encryption protocols to secure CRM data both at rest and during transit.
- Implement and oversee robust data backup procedures and develop a CRM data recovery plan as part of the broader Disaster Recovery Plan.
- Establish a framework for interpreting and categorizing CRM data and address data quality issues proactively.
- Develop and maintain CRM data dictionaries, specifications, and other necessary documentation.
- Monitor and manage data quality, ensuring data integrity and accuracy within the CRM platform.
- Appoint specific individuals or teams as custodians of CRM data and clearly outline their responsibilities for data stewardship.
- Identify data contributors and implement measures to ensure accountability for the data they input or manage.

Integration and Data Migration
- Lead data integration and migration activities, ensuring data consistency, integrity, and availability.
- Establish principles regarding the use of automated processes for data synchronization, ensuring near real-time data access across the organizational data landscape.
- Plan and oversee data migration activities, providing expertise on data cleansing, mapping, validation, and verification during transitions.
- Actively monitor integrations and resolve any issues that arise.

Reporting and Analytics
- Provide leadership on the availability of accurate, well-structured CRM data to drive actionable insights, inform strategic decision-making, and optimize business processes.
- Develop and maintain CRM reports and dashboards to support business needs.
- Utilize the CRM platform's reporting capabilities to deliver self-service reporting assets and enable business power users to perform ad-hoc analysis.

Collaboration
- Actively engage with the broader BPI&IT team to understand their business needs and provide the necessary infrastructure and tools to support their tasks and projects.
- Foster collaboration across different teams and departments to ensure that the Platform features align with organizational goals.

Training and Support

- Thoroughly document all data processes and procedures. Maintain a comprehensive knowledge base to ensure compliance with regulatory requirements and facilitate knowledge sharing.
- Provide support and training to the greater BPI&IT to enhance their understanding and capabilities of the platform.