



Data Systems Manager Recruitment Pack

Deadline for applications: 12pm on Monday 21st February
2022

Help inspire a new generation
of active citizens

www.youngcitizens.org

1. Introduction from the Chair of Trustees



Thank you for taking the time to consider this exciting opportunity to join the Young Citizens staff team. Today's young citizens are shining a light on critical issues such as Climate Change, Black Lives Matter and LGBT+ rights. The potential for the UK's youth to actively drive true change and impact within society, through campaigning and education, has never been greater.

Young Citizens is a national charity working to promote citizenship education and social action throughout primary and secondary education in the UK. We operate as a crucial support system for young people and educators alike. Through a range of initiatives, including education programmes such as the Make a Difference Challenge and Democracy Ambassadors, and immersive learning experiences such as the National Bar Mock Trials, Young Citizens actively engages over 350,000 children aged 5-18 years old every year. We operate at the intersection of politics, the law, social action and the media, and the work we do has never been more important or influential.

Founded over 30 years ago, we help young people become active and engaged citizens, able to contribute positively to their communities – locally, nationally and globally. We believe that young people's active participation in their communities is vital to strengthening democratic society, and with the Covid-19 pandemic having such a profound impact on young peoples' lives, our work is now more important than ever. We empower teachers and volunteering professionals with specialist training and resources for classroom delivery and we advocate with policy makers and influencers for all young people to receive high quality citizenship education. All of our efforts are focussed on one very clear mission: to help young people be active citizens for life.

If you share our passion for empowering young people to positively shape society, and you think this role is for you, we look forward to hearing from you.

Edge Watchorn
Chair of Trustees

2. Meet the CEO, Ashley Hodges



Thank you for your interest in joining Young Citizens as a Data Systems Manager. This recruitment pack provides information about the role and the charity, which may be helpful to your application.

It is an exciting time to join our Team. In the development of the emerging society after both the pandemic and Brexit, it has become imperative that organisations like Young Citizens take a proactive step in directing and shaping relevant conversations that give young people a voice in the shaping of the society they will soon be leading.

The **Data Systems Manager** plays a vital role within the delivery of Young Citizens work with its responsibility to make sure our key systems like Salesforce and website are well-maintained and properly linked in line with what our programme teams require.

You will provide reporting and database support, keep our digital services well-managed and use a range of tools, including Salesforce, to lead orchestration of our marketing automation software and our websites. This includes technical comfort, to either quickly learn or have the ability to set up workflows and integrations that meet our delivery cycle needs. Working across the organisation you will ensure our digital platforms are continually refined and improved to meet the needs of the organisation by understanding how systems support and intersect with their delivery work.

The successful candidate will be a technical problem solver and understand the link between good systems upkeep, integration and support for a busy charity team, with Salesforce at its core. This is a great opportunity for an able, detail-oriented data systems administrator who is interested in growing as they support a small but busy charity to keep their CRM and systems on track. There is opportunity to learn new platforms, run special projects and ultimately grow with the role.

I do hope you are interested in this opportunity to make a real impact on an organisation focused on social good – and if so, we look forward to receiving your application.

Ashley Hodges
CEO

3. Young Citizens in numbers

16 Young Citizens staff based across the United Kingdom

32 corporate partners currently taking part in our Experts in Schools programme

2,000 professionals who take part in our corporate volunteering programmes

12,000 young people who benefit from working with professionals in a classroom setting each year

370,000 young people who benefit through involvement in a Young Citizens programme annually

80% of secondary schools have used Young Citizens teaching materials

4. Our Strategic Goals



We have four strategic goals within our [Strategic Plan](#). Each one is aimed at significantly increasing our reach and impact by 2027.

The Data Systems Manager will play a valuable role in helping the teams deliver their targets and provide monitoring information.

5. Our Theory of Change

We want a fair & inclusive society based on a strong, stable & secure democracy

To enable this, society needs more young people be active, engaged and motivated citizens, able make a positive difference to the society in which they live – locally, nationally and globally

We'll achieve this by helping a greater number of young citizens to participate actively in society

Knowledge & skills for participation

Confidence to participate

Skills for citizenship – including critical thinking, emotional intelligence, debating & advocacy skills

Understand rights & responsibilities

Technical knowledge of the democratic system & its processes

Optimism & faith in ability to make a difference

Resilience to challenges

Belief & trust in democratic process

Providing interactive, topical, relevant **citizenship learning opportunities** – for more than half of UK schools each year, by 2027

Providing **authentic experiences** of being an active citizen – for more than 200,000 young people each year, by 2027

Working with **intermediaries** – upskilling teachers, involving citizenship professionals – for over 10,000 each year, by 2027

Campaigning for the importance of young people having opportunities to learn what it takes to be an active citizen – with a national consensus, by 2027

Ultimate aim

Vision

Specific aim

Mission

Impact

Measurable outcomes

Outcomes

Strategic goals, based on our core competences

What we do to make this happen

Strategic goals

6. Job Description

Job Title: Data Systems Manager

Contract Type: 3 Days a week, Permanent

Ideal start date: March 2022

Responsible to: Head of Partnerships and Engagement

Salary: £36,000 - £40,000 (3 days pro-rata)

Location: Whitechapel, E1; *Remote can be considered for highly experienced candidates*

Hours of work: 22.5 hours per week. Normal office hours are 9am to 5:30pm, however, this role may also involve some occasional agreed out-of-hours activity (occasionally at weekends) and working away from the office and home.

Benefits: In addition to joining a friendly, dynamic and supportive staff team, Young Citizens offers a generous employee benefits package including an 8% employer pension contribution, 28 days annual leave (plus Bank Holidays), volunteer leave and even your birthday off!

Main duties and responsibilities:

1. Systems Administration and Support

- Serve as the primary administrator of our Salesforce environment and improve organisational usage. Assist with each release cycle to implement and deploy updates.
- To administer the integrations between our operational software programmes and websites including basic reporting feeds between the two and creation of new user accounts.
- To work as an internal source of expertise to share and develop best practice and provide technical support, training and assistance in the use of our CRM and complementary platforms e.g. Spotler (email client) etc.
- Creating and improving bespoke standardised CRM (Salesforce) database reports, dashboards and list views of users or activities as required for teams and managers.
- To work flexibly with colleagues on a range of activities to research, analyse, devise and implement system automations including mapping and designing email workflows or triggers
- Collaborating with programme leads to identify and validate our data and marketing system requirements.
- Work closely with colleagues to plan, implement and oversee improvements to the digital experience of our stakeholders, including new and existing websites.
- Supply accurate metrics and analyses from the CRM, website back end or analytics pages for our programmes through effective day-to-day management of our data and marketing systems.
- Support with the implementation and integration of supporting technologies across the marketing and sales experience including design and use of third party products including Google Analytics and AdWords.
- Liaising with our digital agency to report, manage and support fixing of major bugs, new project specifications and representing the Charity's functional requirements

2. Data Management and Integration

- Supply accurate information and statistical analyses for our programmes through effective day-to-day management of our data and digital systems.
- Implement effective database administration processes while supporting and advising users.

- Oversee the collection and manipulation of data for benchmarking and assessing performance against marketing, sales and beneficiary purposes to help inform our monitoring and evaluation processes.
- Converting leads, cleaning data and mass upload or inserting of data as required.
- Building and mapping web forms and surveys to database, ensuring proper data capture
- To ensure that programme teams are supported in the development of new products and services through the collection and composition of relevant information.
- Ensure all existing and emergent data-handling processes are GDPR compliant and maintaining all applicable regulatory adherence as our systems evolve.

3. Organisation wide

- To represent Young Citizens at events, as required.
- To contribute operationally and strategically to the charity's strategy to enable it to achieve its mission.
- To uphold the charity's values: Fair, Enquiring, Respectful, Collaborative, Internationalist.
- To fulfil other relevant organisation-wide duties including basic administration tasks such as answering queries or liaising on our behalf, as required.

7. Person Specification

Requirements	Essential (E)	Criteria
	Desirable (D)	
Education, Training and Experience	E	3 years + experience of working in an e-commerce environment, using a CRM system (preferably Salesforce) and marketing automation software
	E	3 years + experience of managing and supporting information systems
	E	Evidence of strong data management and analysis skills with an ability to extract underlying system requirements from user feedback.
	E	Evidence of excellent technical project management skills and the ability to balance several work-streams to see projects through to completion
	E	Proven ability to understand and articulate complex systems requirements to non-technical colleagues
	E	Experience managing and designing elements of data systems (CRM, mass email clients) to aid email workflows/triggers, reporting and data capture from external websites
	D	A Salesforce certification/qualification or equivalent with a strong understanding of the Salesforce platform including best practice and functionality
	E	Experience in implementing effective database administration processes for an organisation and supporting and advising users
Skills Abilities Knowledge	E	A self-starter comfortable with planning, organising and managing own workload, working to agreed deadlines with limited supervision and proactively driving work forward in a timely manner.
	E	Ability to communicate, liaise and negotiate with a diverse range of people through excellent written, presentational and oral communication skills.

	E	Ability to effectively manage data (contacts, stakeholders, mailing lists) to GDPR standards and producing analytical (metrics) reports where required
	E	Experience designing and managing reports from a database system; pulling reports with comfort in navigating team needs against database capabilities
	E	Familiarity improving the usability and features of websites with strong understanding of ensuring a smooth user journey; Wordpress familiarity highly desirable
	E	Excellent ICT skills and able to learn new systems quickly, including proficiency in Microsoft Office and comfort with Excel
	D	Experience of the Adobe Creative suite tools or similar
	D	Comfortable in managing data flows and monitoring API limits
Special job requirement	E	There is a need for flexible working as on occasion you may be required to work evenings, weekends and/or travel away from the office/your home during the year
	E	An understanding of, and empathy with, the charity sector and our ways of working
	E	Willingness to put into practice the aims and values of Young Citizens
	E	A strong interest in developing young people's life skills

8. Your application

To apply, please submit an up-to-date copy of your **CV** and a **Personal Statement that answers:**

- *Why you are seeking a role at a busy charity over other technical or business environments?*
- *Can you give more detail as to your comfort or readiness to look after Salesforce for a whole team as the key internal administrator?*
- *Tell us more about your comfort level with managing technical integrations and building workflows with Salesforce or a similar system.*

Please note our application process for this role:

- All applications **must include a CV and a personal statement** regarding your fit for this specific post; applications with generic covering letters will not be accepted nor reviewed.
- Please note we will be actively reviewing applications ahead of the closing date. We encourage early applications.
- Please include your notice period in your application.
- All applicants must have the existing right to legally work in the UK.
- **Please respond before the deadline – 12pm on Monday 21st February 2022.** Please note that we are keen to recruit as soon as possible.

For an informal conversation about the role, please contact recruitment@youngcitizens.org and a member of the team will be able to assist you.

We look forward to receiving your application.