



Treetops
Hospice

End of life care in Derbyshire
and Nottinghamshire

CRM and Supporter Care Lead

Job description and person specification

Our supporters are hugely important. The CRM and Supporter Care Lead's job is to make sure we build amazing relationships with them.

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A job that's part of something very special.



CRM and Supporter Care Lead

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17/03/2026

Job Description

Appointment:	CRM and Supporter Care Lead
Responsible to:	Head of Marketing
Hours of Work:	37hrs – flexible around core hours
Location:	Risley, Derbyshire, with home working
Key Relationships:	Departmental heads, data protection officer, marketing and income generation team, volunteer team, finance admin team, volunteers, supporters, external agencies

Main Purpose of the Job

Our supporters are hugely important. The CRM and Supporter Care Lead's job is to make sure we build relationships with them. They should feel valued and be engaged with Treetops. You'll take control of our primary CRM database and work with teams across the organisation to ensure data is accurate across all databases. The role will also see you lead on our relationship strategy, supporter journeys and data practices.

Primary Responsibilities

Supporter Care

- Be the owner of supporter care within Treetops, you're in charge of setting standards that make sure supporters receive first-class care, with the right messages and information reaching them, at the right time in the right manner, so they carry on supporting Treetops
- Working across multiple teams, ensure we are always saying the right things to supporters, ensuring supporters have a great experience with a consistent message, focusing on building high levels of engagement, care and retention
- Get to understand our supporters by using our data and performing research (including data screening). Use these insights to educate staff and to help them create the best supporter communications possible
- Lead on ensuring supporter journeys, including thanking, are in place, functioning and regularly updated
- Ensure supporter care admin is kept to a minimum, possibly implementing automated processes to help achieve this

Primary CRM database and all supporter data management

- Take full ownership of the primary CRM database, ensuring it is being used correctly by all

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- Take responsibility for all supporter data throughout the hospice, ensuring the data is 'clean' and managed effectively by all departments. This includes: making sure record updates are done across all databases, designing and implementing data processes and monitoring to ensure bad data practice doesn't creep in
- Ensure the primary CRM has all the latest supporter data, from all sources and databases, stored on it
- Control all data imports to all databases, making sure the import processes are fit for purpose. Create automated imports wherever possible and, where not, ensure that staff who are importing data do so correctly
- Lead on the training of new CRM users, so they follow correct procedures
- Authorise supporter data export requests for campaigns, events and appeals. Train administrators to perform the exports, with spot checks carried out to ensure accuracy and consistency
- Produce reports as required and/or teach others how to produce their own reports, with regular spot checks carried out to ensure accuracy and consistency

Communication and Relationships:

- Work with all hospice teams to ensure supporter care standards are consistent and adhered to
- Work with marketing and income generation teams, finance admin and volunteer teams to define data processing needs and support with data needs
- Be the first point of contact for all enquiries about the CRM, data capture and processes relating to this system
- Participate in and contribute as appropriate to team meetings

Decision-making and Problem-solving

- Support the Head of Marketing with data analysis to assess any supporter trends to support future strategy

Training and Development

- Keep up to date on data best practise within the charity sector
- Keep up to date with GDPR legislation
- Take a proactive role in your own continual professional development

Financial & Physical Resources Responsibility

- Be accountable for implementing efficient work practises

Responsibility for Information

- Respect confidentiality regarding all issues related to Treetops' business
- Give strategic advice concerning use of the CRM

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- Comply with GDPR and other legal and statutory requirements

Working Conditions

- May be required to provide of out-of-hours coverage for important incidents
- May be required to work on evenings and at weekends for which time off in lieu will be granted
- Comply with health and safety policies, procedures and arrangements for safe working practices

Physical/Mental Effort

- Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops' policies

Other

- This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job

Review procedures

- There will be an annual review of the post and job contents

Key Performance Indicators

- Annual Key Performance Indicators will be defined by the Head Marketing

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Person Specification

<p>Knowledge and Experience</p>	<ul style="list-style-type: none"> • Experience of managing CRM databases • Experience of supporter care communications • Experience of handling and processing large sets of data • Knowledge and experience of setting up database queries, reports and imports • Experience of agreeing and documenting data policies and procedures • Proficient in Excel and using this to transfer and manipulate data 	<ul style="list-style-type: none"> • Knowledge of Raiser's Edge database • Knowledge of Beacon CRM • Knowledge or experience of working in the charity sector • An understanding of Gift Aid • Understanding of developing supporter/customer journeys
<p>Effective Communication</p>	<ul style="list-style-type: none"> • Experience of developing supporter relationships • The ability to present information and knowledge to non-experts • Honest, open and approachable, and able to act as a point of contact for any database queries 	<ul style="list-style-type: none"> • Ability to present and train colleagues on areas of the database in a way which is relevant to their roles.
<p>Co-operation</p>	<ul style="list-style-type: none"> • Alert to opportunities to use own expertise and experience to help others • Understands the benefits of teamwork • Thinks through implications of actions on others; supports and encourages positive behaviours 	
<p>Decision Making and Problem Solving</p>	<ul style="list-style-type: none"> • Positive attitude to achieving a goal or solving a problem • Makes appropriate decisions especially when alone; knows when to defer to others 	

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Responsibility for Information	<ul style="list-style-type: none"> • Up to date knowledge of GDPR, data protection and data security principles • An eye for detail, data interpretation and accuracy • Able to handle sensitive information appropriately when updating records on databases 	
Change Orientation	<ul style="list-style-type: none"> • Adapts rapidly to changed circumstances and priorities • Seeks new approaches to situations/difficulties 	
Time Management	<ul style="list-style-type: none"> • Excellent time management skills with the ability to manage and prioritise workload 	
Pursuit of Excellence	<ul style="list-style-type: none"> • Has pride in personal performance and has high personal standards of work • Ability to work in a solution focused manner and learn import processes and other data related processes and applications 	
Social Responsibility	<ul style="list-style-type: none"> • Acts in a way that is beneficial to the hospice and the wider community 	

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