



## PERSONS SPECIFICATION AND KEY RESPONSIBILITIES

**Job title:** CRM Implementation Specialist

**Accountable to:** Marketing and External Relations Director

**Location:** Lancashire (possibility for hybrid)

**Salary:** £30,000 per annum pro rata (part-time 3-month fixed contract)

### About us

At Capernwray Hall, you're not just taking a job. You're stepping into a bigger story.

We're here to help students and guests grow deeper in Christ and build a community rooted in faith, fun, and real adventure. You can find out more at [capernwray.org](http://capernwray.org).

Right now, we're building something new. Our first CRM system. Not to chase numbers. Not to tick boxes. But to make it easier to care for people.

The new system will enable guests to book holidays, students to apply for Bible School, donors to give simply, and partners to stay connected. It'll handle secure payments, smart marketing, and GDPR-compliant data and it'll grow as we do. It will connect with our website, our financial systems, our emails, and, most importantly, with our people.

Because this isn't about software, it's about building bridges, not barriers. Every booking, every message, every journey will matter more. This CRM will help us see people, know people, and build stronger relationships.

If you're excited about serving others and want to be part of something bigger than yourself, this is your chance.

You'll discover a role that will challenge you, grow you, and enable you to contribute to the lives of more than 2,500 people from across the globe each year.

## About the role

- You'll bring our detailed system specification to life, creating a CRM that strengthens our ministry, deepens the guest and student journeys, and frees up our teams to focus on people, not paperwork.
- You'll collaborate across departments and with external CRM provider support, making sure the system connects every part of Capernwray's work bookings, applications, donors, and outreach.
- The system will make life easier for guests, students, donors, and the team. It must deliver self-service, smart communication, secure giving, GDPR-safe data, and strong relationships that last.
- You'll train our team, deliver hands-on workshops, and produce clear, practical documentation, setting us up to manage and grow the CRM independently.
- You'll report to the Marketing and External Relations Director and work closely with our internal CRM project team to make it happen.

## Key responsibilities

- Set up our first CRM system's configuration and early-stage operation, creating a simple, secure, and scalable foundation ready for future integration and automation expansions.
- Create a CRM structure and workflows to manage:
  - Holiday bookings
  - Bible school applications
  - Sport facility bookings
  - Outreach and ministry engagement
  - Donor management
  - Guest self-managed bookings
  - Online payments
- Build tailored workflows and automated journeys for different audience types, including guests, students, donors, and volunteers.
- Design systems with built-in GDPR compliance, audit trails, and secure, role-based data access.
- Integrate CRM with website forms, online payments (Zero, PayPal, BACS), and email marketing tools.
- Design and test guest self-service portals and booking engines to enhance the overall user experience.
- Configure dashboards for real-time reporting, including bookings, payments, applications, and donor activity to support data-driven decision-making.
- Support performance tracking, including lead scoring, marketing ROI, and engagement analytics.
- Collaborate with key departments to ensure CRM fits practical, day-to-day ministry operations.
- Deliver user training, guides, and troubleshooting documentation.
- Support sandbox testing and pre-launch readiness processes to ensure optimal performance.
- Own system testing, troubleshooting, and user acceptance testing (UAT) feedback loops before launch.
- Deliver structured CRM training to marketing and admin staff through workshops, one-to-one coaching, and written guides.
- Produce comprehensive handover documentation, including system architecture maps, workflow guides, troubleshooting FAQs, and recommended maintenance procedures.

## Essential skills and experience

- Proven experience configuring cloud-based CRM platforms (Zoho, Pipedrive, HubSpot, or similar).
- Ability to design and implement self-service forms, secure online payments, and role-based access systems.
- Strong background in building multi-stage customer/guest journeys and marketing automation.
- Hands-on experience with GDPR compliance practices inside CRM systems.
- Experience in reporting dashboard setup, sales pipeline visualisation, and lifecycle analytics.
- Strong data management skills (importing, cleaning, deduplicating, validating).
- Familiarity with integrations via Zapier, direct API connections, or third-party platforms.
- Ability to deliver full documentation and simple user guides for non-technical teams.
- Excellent problem-solving skills and strong attention to detail.
- Clear communicator, skilled at working across departments.

## Desired skills and experience

- Experience working in faith-based, nonprofit, hospitality, or educational organisations.
- CRM platform certification (e.g. Zoho CRM Certified, HubSpot CRM, Salesforce Admin).
- Knowledge of ISO 27001 certification standards for data security (bonus).
- Experience building advanced automated journeys, including lead scoring and nurture sequences, would be an advantage.
- Understanding of guest/student journey mapping and sales funnel optimisation.
- Experience setting up mobile-friendly CRM access and basic offline functionality.
- Experience embedding CRM forms into websites (e.g. WordPress).
- Familiarity with multi-currency, multi-language CRM setups (bonus but not essential).

## Personal attributes

- Mission-driven mindset with practical focus.
- Highly proactive and organised, with initiative to solve problems independently.
- Confident suggesting simple improvements if they spot better ways to do things.
- Flexible and pragmatic, able to find solutions without over-complicating.
- Patient trainer and encourager of others.
- Passion for building systems that serve real people, not just processes.

## Key responsibilities common to all Capernwray staff:

- To participate in Capernwray's community life, including attendance at staff meetings, prayer meetings and social events, and to assist in other elements of the ministry's functioning as required.
- To contribute to the Capernwray Holiday Programme as agreed.
- To participate in a Bible School 'Family Group', offering friendship, direction, pastoral nurture and encouragement to the students within it.
- To willingly and regularly affirm the ministry's Statement of Faith, Mission Statement, Values and the Torchbearer's Principles & Practices.

## Terms and conditions and how to apply:

This role carries an occupational requirement for the applicant to be an active Christian and to subscribe to the ministry's Statement of Faith. Under the current UK employment legislation, you must show you have a right to work in the UK.

- Safer recruitment:** Capernwray is committed to safeguarding and ensuring the welfare of children, young people and vulnerable adults. References, a Voluntary Self-Disclosure and an Enhanced DBS check will be required for the role.
- Salary:** £30,000 per annum pro rata (part-time 3-month fixed contract)
- Annual leave:** Full-time annual allowance is 30 days per annum (including public and bank holidays), increased to 32 days after 5 years.
- Hours of work:** Equivalent to 2.5 days/week
- Pension scheme:** Auto-enrolment pension scheme. Current contribution rates are 4% for employee and 7.8% employer.
- Additional benefits:** Meals are provided while you are working. Staff also benefit from a discount in the Bookshop, use of the swimming pool and sauna and other sports facilities and a discount for staff family members at Capernwray Bible School, Night School and on Capernwray holidays and guest accommodation.

Please complete your application on our website - [capernwray.org/application-for-employment](https://capernwray.org/application-for-employment)  
If you wish to speak to someone informally about this position before applying, please contact Jayne Pugh, Marketing & External Relations Director on +44 (0)1524 738037, or [jayne.pugh@capernwray.org](mailto:jayne.pugh@capernwray.org)

**Closing date:** 13 June 2025

**Starting date:** July 2025