National Zakat Foundation

Job Description

Position	CRM Manager
Department	Finance & Governance
Reports to	Director of Finance & Governance
Location	Flexible, with occasional travel to London for NZF meetings
Pay	£40k - £45k
Hours	Full Time
Term	Permanent

About NZF

National Zakat Foundation (NZF) gives Muslims in the UK a way to bring their Zakat to life. It is the only platform with a nationwide reach that helps Muslims calculate and give Zakat to those who should be receiving it. For each giver, NZF tracks their Zakat and lets them know when it has been distributed to people in need.

This is an exciting time to join NZF as we strengthen our work across communications, marketing, advocacy and income generation. The CRM Manager will play a key role in shaping how NZF understands, engages and supports its growing community.

Purpose: how this post supports NZF's vision and mission

This is a hands-on role. The successful candidate will combine ownership of the CRM platform with the ability to understand business processes and configure practical solutions directly within Microsoft Dynamics 365.

The CRM Manager is responsible for the effective day-to-day management, development and improvement of Microsoft Dynamics across NZF.

The role will act as NZF's in-house CRM specialist, ensuring Dynamics supports the needs of givers, applicants, partners and internal teams effectively.

A key part of the role is understanding how teams work, identifying gaps or opportunities within existing processes, and translating these into practical CRM solutions.

The CRM Manager will configure and improve Dynamics directly wherever appropriate, including forms, fields, views, workflows, automations, customer journeys and business processes. More specialist technical development will be delivered with support from external suppliers.

The role will work closely with teams across NZF, particularly Finance, Marketing, Giver Services, Operations, Programmes and Technology. During Ramadan and other peak fundraising periods, the CRM Manager will work primarily with the Marketing team, with CRM activity and priorities focused heavily on supporting fundraising, giver engagement and campaign delivery.

During the first 12 months, there will be a strong focus on understanding existing processes, addressing gaps in CRM functionality and improving how Dynamics is used across NZF.

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Over time, the role will increasingly focus on ongoing platform management, optimisation, adoption and continuous improvement.

The Director of Finance & Governance owns the strategic CRM roadmap. The CRM Manager will provide specialist advice, shape priorities and translate organisational requirements into practical CRM improvements.

Typical responsibilities and key end results

CRM planning and development

- Work with the Director of Finance & Governance and senior stakeholders to shape and deliver CRM priorities.
- Translate organisational needs into a clear and prioritised pipeline of CRM improvements.
- Undertake discovery with teams to understand existing processes, challenges and opportunities.
- Assess how Dynamics can improve processes, engagement, service delivery and organisational efficiency.
- Recommend practical CRM solutions based on organisational requirements.
- Plan CRM release cycles and communicate upcoming changes clearly to relevant stakeholders.
- Identify opportunities to make better use of existing Dynamics functionality before commissioning additional development.
- Maintain a structured CRM backlog and ensure agreed priorities progress through discovery, build, testing and implementation.
- Provide specialist CRM advice to support organisational decision making.

Functional design and CRM build

- Understand and document business processes across NZF.
- Translate business requirements into practical CRM processes and solutions.
- Configure Dynamics to support agreed processes using forms, fields, views, business rules, workflows and automations.
- Design CRM solutions that are simple, sustainable and appropriate for NZF's needs.
- Prototype and test CRM improvements with users before release.
- Identify where specialist technical development is required.
- Produce clear functional requirements for external suppliers where additional development is needed.
- Work with Technology and external suppliers to ensure integrations and technical changes meet agreed business requirements.
- Support user acceptance testing and the controlled release of CRM changes.
- Ensure new functionality is appropriately documented and maintainable.

Customer journeys and engagement

- Design and maintain CRM journeys for givers, applicants, volunteers, event attendees, partners and other key audiences.
- Build audience segments, triggers, automated communications and customer journeys within Dynamics.
- Work closely with Marketing and Giver Services to support campaigns and engagement activity.
- Configure CRM functionality that supports timely, relevant and consistent communications.
- Monitor the operation of CRM journeys and identify opportunities for improvement.

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- Support teams to make effective use of Dynamics for engagement and customer lifecycle activity.

Platform ownership and configuration

- Act as the primary internal owner and subject matter expert for Microsoft Dynamics 365.
- Maintain and configure tables, forms, fields, views and business rules.
- Maintain and improve workflows, triggers, automations and integrations.
- Resolve most routine CRM configuration and improvement requirements internally.
- Monitor the health and effectiveness of CRM processes and automations.
- Investigate recurring CRM issues and address their underlying causes where possible.
- Coordinate specialist development with external suppliers where required.
- Support the testing and controlled release of CRM changes.
- Maintain appropriate system documentation, configuration records and user guidance.
- Ensure Dynamics remains usable, reliable and aligned with organisational requirements.

Data management and quality

- Define and maintain appropriate CRM data standards across NZF.
- Ensure data captured through CRM forms and processes is accurate, consistent and appropriate for operational needs.
- Ensure CRM data structures support agreed organisational reporting requirements.
- Identify recurring data quality problems and address their underlying causes.
- Carry out regular data quality checks and coordinate corrective action with relevant teams.
- Ensure users can access appropriate information through CRM views, dashboards and reports.
- Work with colleagues responsible for organisational reporting to ensure CRM data supports agreed metrics and reporting needs.
- Use CRM data where necessary to identify operational issues and support improvements to CRM processes.

Cross-team collaboration and user support

- Build strong working relationships with Finance, Marketing, Giver Services, Operations, Programmes and Technology.
- Act as the main internal adviser on CRM capability and appropriate use of Dynamics.
- Work with teams to understand their processes and requirements before proposing CRM solutions.
- Challenge proposed solutions where a simpler or more effective approach exists.
- Respond to CRM support requests in a structured and prioritised way.
- Provide onboarding and focused training for CRM users.
- Support teams to make effective use of existing CRM functionality.
- Encourage consistent processes and good CRM practice across NZF.
- Identify recurring user issues that can be addressed through configuration, training or process improvement.

Governance, compliance and alignment

- Ensure CRM configuration and data handling align with NZF's data protection, security and governance requirements.
- Maintain appropriate CRM roles, permissions and access controls.
- Ensure material CRM changes are appropriately documented, tested and approved.
- Maintain an accurate record of significant CRM configuration and changes.

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- Work closely with Technology on security, integrations and technical architecture.
- Ensure CRM developments align with organisational priorities and NZF's decision-making framework.
- Ensure external suppliers follow agreed change, testing and deployment processes.

Knowledge, Skills, Qualifications, Experience and Behaviours required to achieve role's objectives:

Knowledge and Skills:	**Essential (E) / Desirable (D)**
• Strong experience managing and configuring Microsoft Dynamics 365 in a live operational environment. • Experience translating business requirements and processes into practical CRM solutions. • Hands-on experience configuring Dynamics, including forms, fields, views, workflows and automations. • Ability to undertake business process discovery and identify opportunities for improvement. • Experience managing CRM change through configuration, testing and implementation. • Good understanding of CRM data structures, data quality and reporting requirements. • Experience supporting CRM users and working effectively with stakeholders across different teams. • Strong communication, organisation and prioritisation skills.	**E**
• Experience building automated customer journeys, audience segments and CRM communications. • Experience with Dynamics 365 Customer Insights, Power Platform or Power BI. • Experience supporting fundraising, marketing, customer service or engagement teams. • Experience working with external Dynamics development partners. • Microsoft Dynamics 365 certification or equivalent professional experience.	**D**

Behaviours	**Essential (E) / Desirable (D)**
• Proactive and comfortable taking ownership. • Collaborative and able to work effectively across different teams. • Practical and focused on finding simple, sustainable solutions. • Able to challenge requirements constructively and provide clear recommendations. • Committed to high professional standards and NZF's mission and values.	**E**
• Experience supporting teams through changes to systems, processes or ways of working.	**D**

Physical Environment and Demands:

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As NZF undergoes a process of digital transformation, this role will primarily be remote working. 2-4 in-person meetings per month may be required in the London-area.

How to apply:

Send a cover letter with a CV by email to recruitment@nzf.org.uk

The cover letter must state why you are a suitable candidate, demonstrating any relevant knowledge and skills, experience and behaviours that match the requirements for the post. The cover letter should not exceed 2 sides of A4

Applications close – Midnight Wednesday 2nd December 2026
Interviews expected week commencing 7th December 2026

Please note due to the number of applications we receive; we may only contact candidates that have been shortlisted for interview.