



Digital Transformation and CRM Manager Job Description

Join us in shaping our digital future!

Are you interested in being part of a team making a tangible difference in Norfolk? Can you harness technology, data, and communication strategies to amplify community impact? Do you have experience in CRM, data analytics, and systems optimisation? If so, you might just have found your dream job.

£35,000-40,000 (dependent on experience)

Full-time

Reporting to: Director of Finance and Operations

Based at: Norfolk Community Foundation offices, Norwich

The Norfolk Community Foundation (NCF) is an independent local charity helping ordinary people do extraordinary things that make our local communities thrive and improve the lives of people who live here.

Nationally, 85% of charitable giving supports just 4% of big name charities leaving little left for the local charities that we rely on for help over our lifetime. We work to reverse that trend and provide straightforward funding for vital community projects, led by local people, ensuring they can provide the essential care, support and opportunity for those who need it most.

Raising funds through local giving, we invest in Norfolk to make a real difference to local lives. Led by our knowledge and insight, we direct support to where it will make a real difference.

Background

We're thrilled to offer a dynamic new opportunity based in our Norwich office for a digital professional to take the lead in managing our bespoke Salesforce CRM system. This role sits at the heart of our digital transformation journey, combining hands-on IT user support with strategic input into wider digital initiatives across the organisation.

Following a 12-month collaborative design and build process with our development partners, Hyphen8, we're now in the User Acceptance Testing phase and gearing up for an exciting go-live in January. You'll play a pivotal role in ensuring a seamless transition from our legacy Salesforce system to our new version of Salesforce in Q1 2026. It is a perfect time to join and make a real impact from day 1.

If you have experience of Salesforce, thrive in a collaborative environment, and want to help shape the future of our digital infrastructure, we'd love to hear from you.

Main tasks and responsibilities

Transformation to new CRM activities to include:

- Working with Hyphen8 to administer and configure a bespoke Salesforce system, including workflows, fields, page layouts, record types, dropdown lists, and customisation.
- Manage user access, including profiles and permissions internally and externally, including licensing.
- Provide daily first-line support to users, troubleshooting issues and handling change requests.
- Ensure accuracy of data migrated to the new system.
- Deliver user training and promote best practices and updated processes across the organisation.
- Collaborate with the Hyphen 8 support team to manage enhancements and resolve technical issues.
- Collaborate with departmental superusers to build relevant forms, reports and dashboards.

Salesforce CRM Optimisation Activities will include:

- Identify the requirements for ongoing support package from Hyphen8.
- Working with Hyphen8 to optimise automation solutions for business processes, approval processes, validation rules, data cleansing and email alerts.
- Support the team to identify the next level enhancements, potentially including applicant portal, integrated AI, and integrated software solutions.

General IT Support:

- Key liaison with IT provider in the event of technical challenges.
- User support for tools such as Canva, PDF Butler, Form Assembly.
- Liaise with third-party website maintenance providers to ensure the website is regularly updated and performing at an optimal level.
- Review current IT and website providers against alternative suppliers and identify optimum partners for the longer term.

Digital Efficiency and Innovation, including AI:

- Champion innovation and continuous improvement, fostering digital confidence across the organisation.
- Ensure the organisation follows best practice cyber security practices.
- Lead the development and implementation of NCF's AI policy.
- Work with the Senior Leadership Team to identify operational processes that can be optimized through digital solutions.
- Assist with team integration of AI tools, including training and support.

Performance Reports:

- Work with the Senior Leadership Team to develop performance dashboards from salesforce data.

Data Governance:

- Establish best practice on data governance for NCF.
- Maintain high standards of data integrity and ensure GDPR compliance across platforms.
- Conduct Data Protection Impact Assessments (DPIAs) and implement safeguards for personal data.
- Support the development and implementation of IT, and Data protection policies and procedures.

Skills and Experience

You will have experience of:

- Implementing system changes and supporting digital transformation.
- Minimum 2 years of experience working with Salesforce.
- Identifying user requirements and proposing technical solutions.
- Managing data migrations and ensuring data integrity.
- GDPR regulations and information security principles.
- Digital systems administration, data management, or IT support.
- Working as part of a team with people of differing levels of skills and confidence using IT.

Desirable skills & experience:

- Salesforce Administrator Certification.
- Experience with Salesforce Non-profit Cloud (NPC) and managed packages.
- Knowledge of Salesforce Lightning and Experience Cloud.
- Experience in the grant-making sector using Salesforce.
- Experience with Salesforce Flows and automation tools.
- Additional Salesforce certifications (e.g., Advanced Administrator, Platform App Builder).
- Experience of implementing IT efficiency, including AI

How do the NCF values apply to this role

Passionate – You recognise the opportunities for digital support to contribute to our vital work.

Responsible – You will help us to drive data accuracy and compliance across our work.

Trusted – You will establish timescales for digital commitments and reliably deliver against them

Dynamic – You thrive on finding new solutions, adapting to emerging trends.

Collaborative – You will work across teams to help build digital confidence and drive progress, innovation, and impact.

How to apply

Please send your CV and covering letter to Karen Hutchinson at karenhutchinson@norfolkfoundation.com

Closing date: Monday 27th October.



Find out more or get in touch

 www.norfolkfoundation.com

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