



CRM Coordinator



Working better together
for our residents

> Directorate > Team/department

What's it all about

As the CRM Coordinator you will report and provide support to the Performance and Data Manager by monitoring and managing the Sales and Home Ownership Progression CRM, iProperty Cloud. You will be responsible for lead analysis and management, as well as uploading and updating new and existing Development data. You will also be the first point of contact and provide support to the wider directorate for all CRM related queries.

How you'll make a difference

Your role as CRM Coordinator will ensure data integrity across the CRM and manage upgrades to consistently improve our data driven decisions.

How you'll do it

- **Data Governance:** Ensure we meet our targets for data governance and quality on a monthly basis.
 - **Valuations:** Working alongside Research & Customer Experience Manager to record valuation updates on the Sales & Home Ownership Progression CRM.
 - **Property and Sale Data:** Responsible for uploading new scheme and property information from Development and ensuring any changes are recorded in a timely manner.
 - **Data Validation:** Ensuring property values are checked and validated across all Development pricelists.
 - **CRM Enhancements:** Liaise with internal and external stakeholders on systems and portal integration (e.g., Pamwin, Northgate, iProperty Cloud).
 - **Lead Management:** Working with the Head of Marketing and Performance to manage lead uploads and cleanse old data, providing analysis where necessary.
 - **Reporting:** Provide narrative to the Performance and Data Manager for Sales and Home Ownership Progression board papers.
- Ensure that you follow and keep up to date with all relevant Notting Hill Genesis and statutory policies and related procedures including health and safety and financial regulations.
 - Hybrid arrangements - at least two days a week in an office or in a community/site based/partnership setting. On other days, working from home may be possible, depending on the work needed and the interaction required.

All about you

Behaviours for success

Our values set out what we stand for. You'll need to show us how you match them and how you'll behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive
- Dependable
- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. Please [refer to the framework](#). This role is at **leadership/manager/staff** level (delete as necessary).

This is a people manager role. Please [refer to our people manager standards](#). **(Delete if this isn't relevant)**

Essential knowledge, experience and skills including qualifications and professional membership

Professional Experience

- Experience of using proprietary sources like Moliar, Hometrack, Zoopla, Rightmove, etc.
- Experience in using D365 CRM systems.
- Experience of analysing research data to write structured, succinct, and influential reports.

Skills

- Advanced IT and systems skills including Microsoft office suite
- Excellent verbal and written communication skills and attention to detail.

- Presentation skills, including discussing research methods and findings at all levels across the business.

Qualifications and/or professional membership

- Educated to a minimum A-level standard with a qualification in economics, business studies, maths, or statistics.