



## WORK WITH US

### Job Description – Data and CRM Analyst

March 2026



**HELP TO GROW.**  
MANAGEMENT COURSE

## **JOB DESCRIPTION: Data and CRM Analyst**

Location:	40 Queen Street, London EC4R 1DD
Salary Band:	£36,000 - £40,000 per annum plus benefits
Responsible to:	Head of Delivery
Contract:	Fixed term contract until 31 <sup>st</sup> March 2027. Hybrid working with 2 days in the office.

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### **About the Chartered Association of Business Schools**

Chartered ABS is the representative body for the UK's business school sector. Our award-winning team support our world-class business schools through lobbying, conferences, events, research, and national programmes such as the Help to Grow: Management Course. We are passionate about delivering a programme with a purpose. As the Data and CRM Analyst, you will play a critical role in making the UK-wide Help to Grow: Management programme a success.

Embedded across our work are our organisational core values:

- Community Building
- Agile Expertise
- Authentic Accountability
- Purposeful Impact

### **What is the Help to Grow: Management Course?**

The Help to Grow: Management Course is a nationwide leadership course created to help small business leaders boost their leadership skills and the performance of their business. It consists of 12 modules, 1-to-1 mentoring and a peer network. The course is delivered by more than 60 business schools across the UK who are members of the Chartered Association of Business Schools (Chartered ABS) and have been accredited with the Small Business Charter.

The programme is promoted through a wide range of marketing activity which is delivered by the Chartered ABS Help to Grow: Management Demand Generation team and the business schools' marketing teams. Small business leaders completing the course become members of the Help to Grow: Management Alumni Network, a network which will extend beyond the life of government funding for the course to become a continued source of support and growth for thousands of small business leaders. Over 10,000 business leaders have already enrolled on the course; this number grows by the week.

## Purpose of the role

The **Chartered Association of Business Schools** is seeking a proactive, strategic, and relationship-driven **Data and CRM Analyst** to lead the growth, engagement, and impact of the **Help to Grow: Management Programme**

### Set Context

With the programme operating at a national scale, data is our most valuable asset. This role is essential for ensuring that our stakeholders, from internal teams to government partners, have access to accurate, real-time insights. You will ensure the technical infrastructure, specifically our Microsoft Dynamics 365 CRM and Power BI reporting suite, is robust, accurate, and capable of supporting our ambitious targets.

### Role Summary

This role combines technical CRM management with advanced data visualisation, ensuring high data quality and actionable reporting for the Help to Grow: Management programme.

## Responsibilities of the role

The Data and CRM Analyst will help maintain the data ecosystem for the programme. You will move between technical work in Dynamics 365, building visual stories in Power BI, and communicating findings to diverse stakeholders.

### Key Responsibility 1: Data Management & CRM Integrity (40%)

- Maintain and update the Dynamics 365 (D365) CRM system, ensuring all records are accurate and up to date.
- Proactively identify, troubleshoot, and fix data anomalies or system issues to maintain database health.
- Perform accurate data entry and bulk uploads while adhering to data governance standards.
- (Desirable) Assist with basic D365 development tasks, such as testing and deploying new fields or workflows.
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### Key Responsibility 2: Reporting & Analytics (40%)

- Produce, clean, and distribute regular reports for both internal teams and external stakeholders.
- Build and maintain interactive dashboards using Power BI, pulling from CRM and supplementary data sources.
- Ensure all reporting is delivered on a strict schedule, providing a dependable cadence of insight for internal teams and government partners.
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### Key Responsibility 3: Continuous Improvement & Learning (20%)

- Stay on top of programme changes that impact data collection or reporting requirements.
- Collaborate with the wider team to translate complex data sets into easy-to-understand summaries.
- (Desirable) Explore the use of Microsoft Azure to enhance data storage or processing capabilities.

## Person Specification

Candidates must be able to demonstrate that they meet the ‘essential’ criteria. **Applicants must have the right to work in the UK.**

### About you

You are highly organised, dependable, and possess a "can-do" attitude toward problem-solving. You are someone who thrives with data and enjoys the challenge of building a report that makes complex information simple. Most importantly, you are curious and eager to grow; you don't just want to manage data, you want to understand the "why" behind it and develop your technical skills in a supportive environment.

Experience	Essential	Desirable
Experience in a data-centric role	X	
Familiarity with CRM environments and reporting cycles	X	
Proven experience cleaning, managing, and distributing data reports	X	
Experience working in a fast-paced team requiring high dependability	X	
Experience with D365 development (testing/deploying fields)		X

Skills	Essential	Desirable
Ability to navigate and manage data within a CRM system	X	
Ability to build and maintain reports/dashboards in PowerBI	X	
High Excel proficiency (complex formulas, Pivot Tables, Data Cleaning)	X	
Understanding of D365 backend/customisation.		X
Advanced DAX or Power Query skills.		X

Ability	Essential	Desirable
Exceptional ability to manage multiple reporting deadlines.	X	
A high degree of attention to detail to ensure data accuracy.	X	
Ability to explain complex data ideas to non-technical staff.	X	
A strong willingness to learn new tools and adapt to system changes.	X	
Reliable and consistent in delivering regular reporting briefs.	X	

## Our Values

Our values are very important to us at the Chartered ABS, guiding how we work with each other every day.

In return, we offer flexible working and a friendly, down-to-earth, hardworking and collegiate environment. We are located near Cannon Street offering a hybrid working of a minimum of 2 days per week in the office and 3 days from home.



## How to Apply

We welcome your application to this position. **Applicants must have the right to work in the UK** as we are unable to sponsor work visas.

The Chartered Association of Business Schools is an equal opportunities employer committed to creating an inclusive environment.

We welcome applications from people of all backgrounds and abilities. If you require reasonable adjustments at any stage of the recruitment process, please let the HR team at [people@charteredabs.org](mailto:people@charteredabs.org) know in advance so that we can make reasonable arrangements to support you during the recruitment process.

**For a successful application , please send your CV (Max 2 page) with a covering letter (no more than one side of A4) explaining how you meet the key responsibilities and person specification by 25 April 2026 to [people@charteredabs.org](mailto:people@charteredabs.org). Your email subject line must reference the Job Title.**