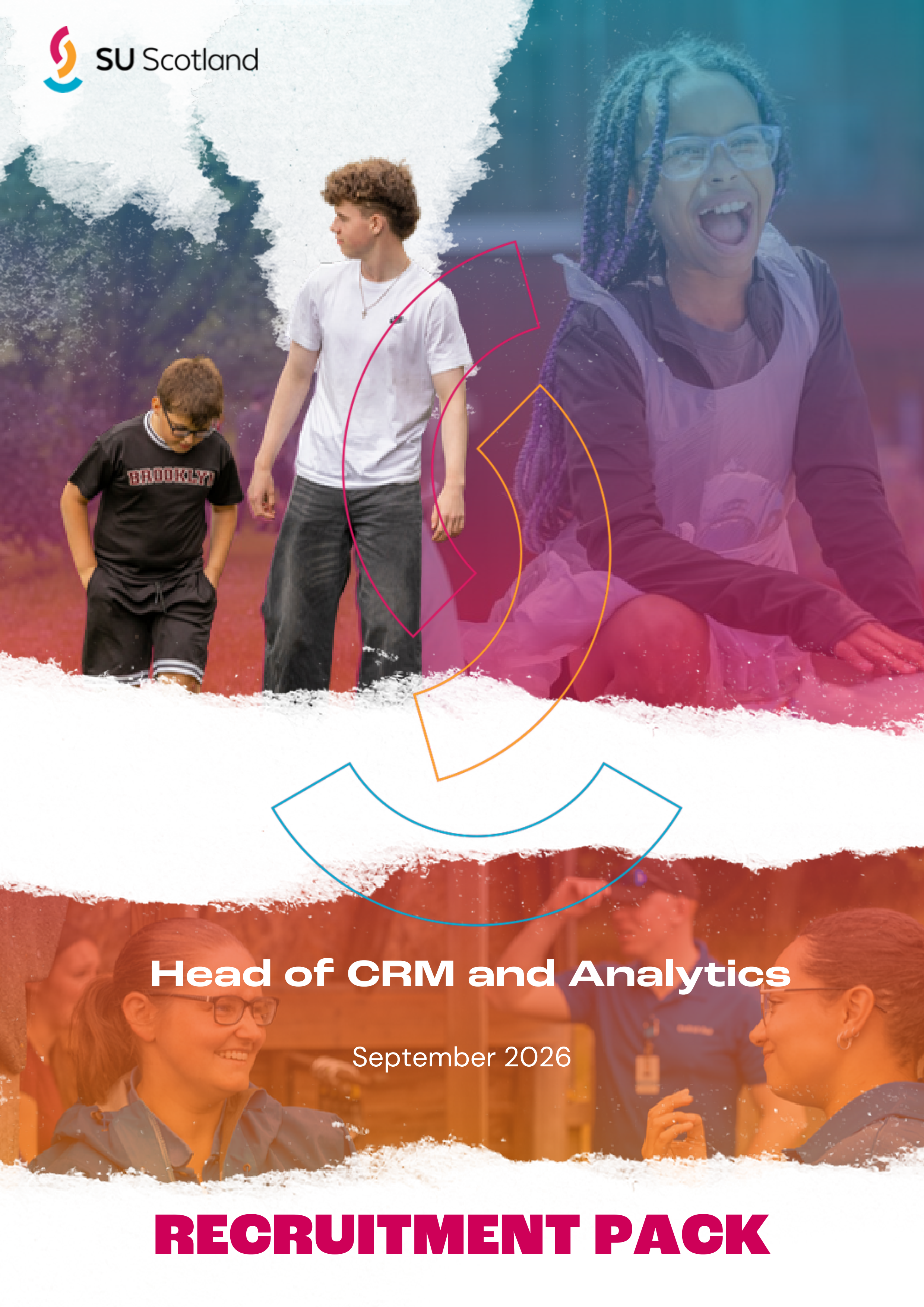




Head of CRM and Analytics

September 2026

RECRUITMENT PACK



RECRUITMENT PACK

Head CRM and Analytics

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Hello.

Thank you for taking the time to check out this new opportunity with SU Scotland.

Our shared vision is to see every child and young people in Scotland exploring the Bible and responding to the significance of Jesus.

We are an interdenominational movement with a distinct position in children's and youth ministry across Scotland. Much of our work is in schools, residential and missions, either working with children and young people, or encouraging and enabling volunteers and churches to develop their ministry amongst them.

Building on work that has been done over the last few years we are looking to recruit someone to manage the ongoing implementation and development of our MS Dynamics365 CRM and to ensure that the system is used to its full potential to support the ministry of SU Scotland.

This significant role will help us maintain confidence in the accuracy, reliability and responsible use of organisational data as well as provide insight and analysis to support ministry activity.

Please enjoy reading through the enclosed recruitment pack and if you have questions about the role prior to applying, just shout.

Meantime, be assured of our prayers for you and others giving serious consideration to whether this could be the right thing for you.

Robin MacLellan, CEO
robin.maclellan@suscotland.org.uk





Scripture Union Scotland is part of the worldwide family of Scripture Union movements that began in the nineteenth century and now operate in over 130 countries across the world.

We are a Christian charity working in partnership with local churches and other sympathetic organisations. More than 2,500 volunteers are involved in helping to run our activities, together with around 140 staff and associate workers.

- Our SU Holidays and weekends are the place to be for high energy activities, music, crafts, friends, fun, camping and a whole lot more with Magnitude. Festival adding a dynamic new dimension to the mix.
- Our residential centres are places of adventure, escape, discovery and hope, hosting thousands of school pupils on residential breaks each year.
- We work in schools throughout the academic year. SU workers and volunteers contribute to the curriculum in many of Scotland's schools.
- Our discipleship programme helps young people to grow, learn, explore and develop leadership skills.



OUR VISION & VALUES

Our vision is to see every child and young person in Scotland exploring the Bible and responding to the significance of Jesus.

Everything we do is governed by two core values: [dependence on God](#) and [deepening relationships](#).

We love to see children and young people:

- **Feeling valued and accepted in every encounter with SU Scotland** being able to express their views, engage with others, and grow in confidence as they recognise and develop their abilities.
- **Exploring the key stories and events from the Bible**, reading and studying the Bible on their own and with others, and growing in their understanding of God and what it means to follow him.
- **Having opportunities to learn about Jesus.** Making the decision to follow Jesus, and having the confidence to reflect this in their choices, attitudes and actions.





OUR STRATEGY 2024+

VISION

Our vision is to see every child and young person in Scotland exploring the Bible and responding to the significance of Jesus.

VALUES

Everything we do is governed by our core values of Dependence on God and Deepening Relationships

OUTCOMES

we seek for children and young people

Discover

Discover God's love for them
Encounter God's goodness through the service of his people
Explore God's world

Explore

Explore and understand the Christian faith
Read the Bible and understand its big story

Respond

Space to reflect and make a response to the Gospel
Children and young people coming to faith

Flourish

Confidence in living for Jesus and sharing faith
Grow as a disciple and young leader
Help disciple others

ANCHORS

As we work we will do so with:

Bibles open – Prayer central – Ministry at the Margins prioritised – Volunteers first –
Disciples making disciples – Serving churches – Residentials transforming lives

JOB OVERVIEW

Job Title: Head of CRM and Analytics

Purpose: To lead SU Scotland's strategic development, delivery and effective use of Microsoft Dynamics 365 CRM, ensuring that organisational processes, reporting, data analysis and insight inform ministry decision making, support training development, and strengthen strategic priorities.

Salary: £43,442 – £47,119 per annum depending upon experience

Location: Hybrid: SU Scotland Glasgow Office/home and role related attendance around Scotland as required.

Contract: Full time – 37.5 hours per week; Permanent

Managed By: Chief Operating Officer

Responsible for: IT Systems Coordinator, IT Development and Support Engineer

Key Relationships:

Internal: Leadership Team, Creative Team, Fundraising Team, Finance Team, Volunteers Team, Holidays Team and various ministry users.

External: CRM Professional Services Partner, IT Support Service Provider, vendors, and website & development agencies.



A photograph of three people in a meeting. On the left, a young man with glasses and a plaid shirt. In the center, a man with glasses wearing a blue Superman t-shirt. On the right, a woman with long brown hair holding a microphone. They are in a room with a wooden wall and a red chair.

TASKS & RESPONSIBILITIES

Overview

- Lead the ongoing development and effective use of Microsoft Dynamics 365 CRM (D365) across SU Scotland.
- Ensure the CRM supports organisational strategy, reporting, communication, data quality and compliance.
- Translate organisational needs into practical CRM improvements including dashboards, reports and business processes.
- Support colleagues and key user groups through training, guidance and user adoption activity.
- Work with external CRM, IT and related technical suppliers to deliver system improvements, integrations and support.
- Maintain confidence in the accuracy, reliability and responsible use of organisational data.
- Provide insight and analysis to support decision making across fundraising, finance, volunteering, digital and wider ministry activity.

CRM Management

- Manage the ongoing implementation of SU Scotland's CRM project, providing in-house expertise and support, including product ownership and clear understanding of the web portal and its relationship with D365.
- Work with SU Scotland's managed service provider to ensure appropriate monitoring of CRM security, data protection and system updates, while managing user access in line with organisational policies.
- Develop and maintain a comprehensive knowledge and understanding of existing D365 configuration and system integrations.
- Promote D365 enhancements and solutions relating to organisation wide data management.
- Work with SU Scotland staff and external suppliers in the implementation of D365 upgrades.
- Coordinate the resolution of day-to-day D365 issues, working with developers, our managed service provider and relevant colleagues as required.
- Support relevant colleagues and training specialists by contributing CRM expertise, user insight and system knowledge to the development of D365 training and guidance.
- Work with the Learning Manager and other appropriate colleagues to strengthen user adoption and effective use of D365 across SU Scotland.
- Work with the GDPR Officer to implement SU Scotland's data retention policies

Dashboard management, information, tracking and recording

- Oversee dashboards, reporting and data quality tools, using colleagues, IT volunteers, the MSP, developers or freelancers as appropriate.
- Promote consistent data entry and identify key data quality issues across departments.
- Ensure dashboards and reports provide clean, reliable data to help colleagues track progress, identify issues and measure activity against agreed priorities.
- Support senior colleagues, including the Director of Local Ministries, Volunteers Manager and Head of Fundraising, with appropriate data and analysis.

IT Oversight and coordination

- Act as the main internal contact with Managed Service Providers, coordinating IT support, security and data protection matters as required.
- Liaise with colleagues and external specialist to ensure new starters receive appropriate IT onboarding support.
- Act as budget holder for the IT function.

TASKS & RESPONSIBILITIES

Spiritual Leadership

- As a member of the Wider Leadership Team, to be involved in the strategic leadership of SU Scotland and, as a practising Christian, to demonstrate commitment to the SU Scotland ethos, modelling Christian lifestyle, values and work practices to staff and volunteers alike.
- Take responsibility for ensuring that staff development policies and practices are implemented for all members of staff within their area of accountability, including carrying out regular coaching conversations and development reviews.

General

- Model qualities of Christian character and commitment, and have a personal commitment to spiritual growth and development
- Attendance at staff meetings for prayer
- Demonstrate commitment to the wider SU Scotland staff team, through attendance at SU Scotland staff retreats and key events such as the annual Big Celebration
- Be committed to pray for and support young people in their spiritual, emotional and social development

Growing Ministry Partners

Each member of the SU Scotland staff team is involved in support raising to an appropriate extent. Support raising team colleagues will resource you for this task and your line manager will agree an action with you that reflects the nature of your role. Time is set aside as part of the working week for these tasks. Action plans may include:

- Personal approaches to potential donors and prayer supporters to invite them to partner in your ministry
- Regularly updating your action plan and keep a track of tasks undertaken
- Regular communication with existing prayer and financial supporters to ensure they are well-informed and their contribution appreciated
- Being aware of volunteering opportunities and promoting these as appropriate

Occupational Requirement

An Occupational Requirement applies in terms of the Equality Act (part1, schedule 9). This post requires the occupant to have a personal faith in Jesus Christ as Saviour and Lord and to believe the Bible to be fully trustworthy, in all that it affirms, and the highest authority for faith and life in keeping with SU Scotland's statement of faith. These principles require to be applied alongside the professional skills required in this role.

The above list is intended to give an indication of the range of duties for the role. Other tasks/responsibilities appropriate to the remit, will be expected as required.

OTHER REQUIREMENTS

In common with all SU Scotland staff members:

- Further the aims and objectives of SU Scotland
- Undertaking professional development through active participation in annual appraisals, supervision and internal or external training as required or individually identified.
- Participate in other SU Scotland activities where appropriate.
- Demonstrating commitment to the SU Scotland ethos, vision, values and work practices, and the wider ministry of SU in Scotland and beyond.



PERSON SPECIFICATION

CRITERIA	ESSENTIAL	DESIRABLE
Work Experience		
Strong working knowledge of CRM systems, preferably Microsoft Dynamics 365, including data management, security, integrations and reporting, with the ability to work confidently with technical specialists.	✓	
Strong customer service orientation, including ability to respond quickly and effectively to colleagues of varying technical background.	✓	
Experience of managing suppliers or technical partners, including defining requirements, reviewing delivery and ensuring value, quality and accountability.	✓	
Strong understanding of how to maintain accurate, reliable and well managed data, supporting trusted reporting and organisational decision making.		✓
Experience of managing suppliers or technical partners, including defining requirements, reviewing delivery and ensuring value, quality and accountability.	✓	
Project Management skills, gained either through formal qualifications or successful delivery of projects.	✓	
Well versed in information systems security and governance issues.		✓
Leadership		
Ability to work and engage at a leadership level across the organisation	✓	
Experience of leading teams		✓
Able to delegate effectively and appropriately		✓
Ability to troubleshoot in challenging situations	✓	
Social		
A practising Christian whose lifestyle is in keeping with SU Scotland's ethos and statement of faith. Must enjoy the confidence of his/her church fellowship.	✓	
Passionate about reaching children and young people for the gospel		✓
Education		
Educated to degree level in an IT, business information systems, or other related degree	✓	
Aptitude		
Ability to engage and communicate effectively and build good team relationships	✓	
Demonstration of commitment and drive	✓	
Proactive in investigating, understanding and resolving issues	✓	
Able to demonstrate high level analytical skills	✓	
Ability to represent the organisation in a professional manner	✓	
Willingness to engage in all aspects of ministry partner development	✓	
Other		
Able to demonstrate awareness of SU Scotland's activities		✓
Able to undertake evening and weekend duties.	✓	



TERMS & CONDITIONS

HOURS

The post is full-time working 37.5 hours per week. This role will require occasional evening and weekend working.

PROBATIONARY PERIOD

The first four months of your employment will be probationary. Your performance will be reviewed throughout this period. If your performance is satisfactory at the end of this period, your appointment will be confirmed. The employer reserves the right to extend your probationary period.

TERMINATION OF EMPLOYMENT

During the probationary period the notice required to be given either by you or Scripture Union Scotland to terminate your employment is one week. Except during the probationary period, the length of notice which you are obliged to give the company to terminate your employment is twelve weeks. Except during the probationary period, the length of notice which you are entitled to receive from the employer to terminate your employment is four weeks until you have been continuously employed for five years. Thereafter, you will be entitled to one further week's notice for each completed year of service up to a maximum of twelve weeks. Your employment may be terminated summarily in the event of a breach of contract by you that warrants summary dismissal.

SALARY

£43,442 – £47,119 per annum depending upon experience depending upon experience. New appointees are normally placed at the starting salary unless there are exceptional circumstances. You will be paid in arrears on a monthly basis, on or before the 28th of each month.

PENSION ARRANGEMENTS

SU Scotland operates a Group Personal Pension Scheme for employees over 18 and under 75 years of age. An employer's contribution of between 5% and 9% of total pensionable salary will be paid (the actual amount depending on your level of employee's contribution.)

LIFE INSURANCE COVER

Life insurance cover of three times your annual salary is provided, with the premium being paid for by SU Scotland.

HOLIDAYS

The holiday year runs from 1 April to 31 March. Annual leave entitlement for a full-time post is 33 days paid holiday (this amount is inclusive of entitlement to local and national holidays). Annual leave entitlement for part-time and fixed term staff is pro-rata. Annual leave entitlement will increase with length of service.



NEXT STEPS

If you feel this role is something that God may be calling you to apply for:

- For general questions about the role, please email: mike.kurtyka@suscotland.org.uk or contact our HR team at hr@suscotland.org.uk.
- Download your application forms from: <https://suscotland.bamboohr.com/careers/112>
- Submit your completed forms through the application portal on BambooHR before the closing date
- Closing Date – **4pm, 16 October 2026**
- Interviews – **26 October 2026**

THANKS FOR YOUR INTEREST!



SU Scotland

@suscotland



Scripture Union Scotland is registered in Scotland as a charity (no.SCO11222) and as a company limited by guarantee (no.SC54297).

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suscotland.org.uk | **0141 332 1162**

Scripture Union Scotland is registered with the Information Commissioner's Office under registration reference ZA356097.
SU Scotland subscribes to the United Nations Convention on the Rights of the Child, as reflected in UK law.