



Impetus



**Data and Digital Systems Manager –
Information Pack**

Dear Applicant,

Thank you for requesting the application pack and for your interest in working for Impetus.

This pack contains all the relevant information you will need to apply for this role:

- Information about [the organisation](#) and [our values](#)
- Information about [the team](#) and [the role](#)
- The [job description](#) – [key responsibilities](#) and [person specification](#)
- Our [commitment to equality, diversity and inclusion](#)
- Details on the [application and recruitment process](#)
- [Terms and conditions and benefits](#) of working for Impetus

The closing date for receipt of completed applications is 9am Tuesday 15 April 2025.

If you would like to find out more about this role or have any questions regarding the recruitment process please contact recruitment@impetus.org.uk



About Impetus

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life.

We find, fund and build the most promising organisations working with these young people, providing core funding and working shoulder-to-shoulder with their leaders over the long term to help them become stronger.

At Impetus we focus on the critical factors that influence the education and employment outcomes for disadvantaged young people in the UK, working with organisations that have the potential for impact at scale, helping their leaders to deliver lifechanging, benchmark beating, sustained outcomes.

We provide them with the funding and the tools to grow and deliver on their promises to the young people they serve. We also seek to influence government and the wider sector to back effective support for young people and invest with other like-minded organisations to tackle the most difficult and under-supported challenges.

We are resolutely focused on outcomes and impact, driven by quality evidence. You would be joining a team that is passionate, rigorous, determined, creative and warm. We care deeply for our colleagues, our charity partners and the young people we serve.

Impetus is a registered charity and our charity number is 1152262.



Our Values

In 2022 the Impetus staff agreed the following set of Values to act as our guiding principles as an organisation, and help us to remain focused on achieving our mission to support young people from disadvantaged backgrounds.

Evidence led and results driven for young people

We pursue excellence for the young people we work with, are wholly committed to better outcomes, unapologetically results driven, and accountable for our actions.

High trust, high challenge

We invest the time, kindness, integrity and honesty needed to build and sustain long-term relationships. We focus on developing high trust, to allow for high challenge, helping our colleagues, partners and supporters to be our very best selves in pursuit of our mission.

Diversity enables us to thrive

We seek to embed diversity of thought, background and experience in every aspect of our work. We are open, thoughtful and proactive in better understanding and challenging our assumptions to better deliver the change we seek.

Brave and open

We are brave and open; exploring new solutions to long-term problems, asking difficult questions well; learning from mistakes and challenging the status quo when needed.

Collaboration always

We will not succeed alone. We seek meaningful, productive partnership with others to achieve our mission and drive systems change for young people.



About the team

This is an important role based in a busy Operations team which covers office management, information technology, finance and human resources. The team play a key role in supporting the organisation to achieve its mission of supporting young people from disadvantaged backgrounds to succeed.

The Operations team comprises the Director of Finance and Operations, HR and Learning Manager, Head of Finance, HR Officer, Finance and Operations Assistant and a part time Administrator. Payroll and IT support are outsourced.

About this role

We are looking for a talented professional with a strong understanding of CRM and digital systems and a passion for maximising the value of data, who is looking to join an organisation where they can put their skills to use across all aspects of our operations. You will join at a key time to develop and embed our work in this area, providing critical support to all our teams as well as maintaining and developing our cross-organisation systems.

You will lead on the development, administration, and staff engagement with, and training on, our Salesforce CRM system. This will include data from, and working with, all departments of Impetus, including our donors and prospects, our collaboration with partner charities, and our communications with email audiences. You will also manage the relationship with our existing Salesforce partner agency, drawing on them for additional support resource and coordinating broader development projects. The successful candidate will have experience developing and drawing value from Salesforce, including both technical development and collaborating closely with teams to drive engagement and best practice.

You will be responsible for our other cross-organisational digital systems, including our office and file storage platforms, data warehouse, visualisation, and ETL tools, website analytics, and Digital Asset Management system, as well as providing support for our Finance and HR systems, including providing training to staff and answering any questions related to these systems. You will collaborate closely with our Communications team, for example around website and social media analytics and reviewing the progress of the social media strategy. From time to time you may also be asked to provide support or advice to our portfolio charities. The role will also be responsible for helping to drive adoption of GenAI across Impetus.

As the sole technical and digital specialist role at Impetus, this position requires a collaborative individual who can work across diverse teams while also operating independently with a high level of autonomy. You will take ownership of CRM and systems for a dynamic, inquisitive, and growing organisation, helping to drive its growth and impact.

Job description

Title:	Data and Digital Systems Manager
Team:	Operations
Reports to:	Director of Finance and Operations
Salary:	£48,412 per annum plus benefits
Contract:	Permanent
Working hours:	Full time (37.5 hours per week) we are happy to consider requests for part time hours or flexible working
Location:	Hybrid working - at least two days per week in the Impetus office (currently based in Charing Cross, Central London). We may ask you to come to the office three days per week during the first three months to help set you up well for success – ensuring you get the support you need to thrive. In addition to this, all staff are expected to attend regular Impetus in person events. These include staff away days, training events and a monthly Townhall meeting where we come together in person for lunch and intentional cross-team working
Starting date:	As soon as possible



Key responsibilities

CRM:

- Own the development and administration of our Salesforce system.
- Work with all teams at Impetus to maximise their engagement with Salesforce and provide relevant training.
- Manage the relationship with our Salesforce support partner to leverage additional administration, and development project, resource.
- Ensure data quality and integrity within Salesforce.
- Gather information and data to identify business requirements and processes for adding to, or further developing on, Salesforce.
- Evaluate technical solutions in terms of meeting business requirements.
- Develop reporting within Salesforce.
- Answer staff queries and ad hoc requests.

Systems Management:

- Administer, maintain, and develop core organisational systems, including our office and file storage platforms, data visualisation and ETL tools, website analytics, Digital Asset Management system, and Finance and HR systems.
- Ensure effective knowledge management across our internal systems.
- Provide support to staff on these systems, including training, and answering any queries and ad hoc requests.
- Lead the development of the visualisation of core organisational and team data, as well as managing the underlying data.
- Maintain and develop our data warehouse.
- Collaborate with our outsourced IT partner to ensure the availability, resilient operation, and development of our systems.
- Aid the development of a culture of data literacy and data-driven decision-making across Impetus.



Person specification

Essential:

- Advanced knowledge of, and significant experience with, Salesforce development in a professional context.
- Experience around ensuring compliance with GDPR and cybersecurity frameworks e.g. CyberEssentials.
- Significant experience of collaborating closely with varied non-technical stakeholders to determine requirements, evaluate solutions, and plan development.
- Experience working with agencies and partners.
- Excellent team player, willing to work flexibly and collaboratively to respond to changing organisational needs/priorities.
- A proactive and solutions focussed approach.
- Excellent written and oral communications skills with the ability to communicate effectively in a range of formats to a range of audiences.
- Strong project management skills.
- Ability to work independently and use initiative to manage a busy and varied workload.
- Strong attention to detail with a clear and diligent working approach.
- Experience with MS Office suite.
- A commitment to Impetus' mission.
- A commitment to equality, diversity and inclusion.

Desirable:

- Salesforce certification.
- Knowledge of and experience with some of our other core systems:
 - » PowerBI (or similar visualisation tools)
 - » Google Analytics
 - » Snowflake (or similar data warehouses)
 - » Fivetran (or similar ETL tools)
 - » Xero (or similar Finance tools)
 - » Canto (or similar Digital Asset Management systems)
- Knowledge of T-SQL.
- Experience with cross-system automation tools e.g. Zapier, Power Automate.
- Experience in delivering cross-organisational training.



Our commitment to equality, diversity and inclusion

We believe that a diverse workforce leads to an organisation that is more open, creative and gets better results.

We want our team at Impetus to represent the diversity of the people and communities we serve. We also want our team to be one where different experiences, expertise and perspectives are valued, and where everyone is encouraged to grow and develop.

We want to reach a diverse pool of candidates. We are happy to consider any reasonable adjustments that potential employees may need to in order to be successful.

We recognise the importance of a good work/life balance. We do everything we can to accommodate flexible working, including working from home, working part-time job shares and other arrangements.

Please just let us know in your application or at any stage throughout the process (and beyond) if these are options you'd like to explore.

Impetus is an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex and sexual orientation. We value diversity and welcome applications from people of all backgrounds.



How to apply

Please click [here](#) to apply.

You will need to:

- Complete the online form (including the equal opportunities monitoring form).
- Upload a comprehensive CV and supporting statement.

The supporting statement should be no more than two sides of A4 and should address the criteria in the person specification.

You should also include the contact details of two referees, one of whom must be your current or most recent employer. Referees will only be approached with your express permission.

As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at interview stage.

The deadline for applications is 9am Tuesday 15 April 2025.

Interviews

First round interviews will take place: 23 April 2025.

Second round interviews will take place: 01 May 2025.

You will also be required to provide proof of your eligibility to work in the UK.

Personal Data

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.



Terms and conditions and benefits of working for Impetus

We are committed to supporting staff in a range of ways. The tables below detail some of the support provided:

Financial support

Benefit	Detail	Eligibility
Pay	Target is to pay within plus or minus five per cent of the upper quartile for the role in the charity sector	All staff eligible
Pension	In line with auto enrolment legislation all eligible employees will be automatically enrolled into The Pensions Trust pension scheme. 5% employer contribution. 3% employee contribution	All staff eligible
Death in service	Four times salary	All staff eligible
Season ticket loan	Interest free - repayable over 10 months	On completion of six-month probation period
Eye test vouchers	Reimburse for the cost of eye examination up to the value of £25 per annum	All staff eligible
BHN Extras	Staff discount site offering special perks for employees	All staff eligible
Cycle to work scheme	Staff save up to 42% on a new bike, e-bike and cycling accessories through this salary sacrifice benefit and can spread the cost of their bike and accessories interest-free over 12 months	All staff eligible
Home and Tech Scheme	Staff save up to 8% on home and tech products at Currys and IKEA, through this salary sacrifice benefit and can spread the cost interest-free over 12 months	All staff eligible

Work life balance

Benefit	Detail	Eligibility
Annual leave	28 days plus bank holidays (this includes three days between Christmas and New Year) pro-rata for part time staff	All staff eligible
	Flexible bank holidays. Staff can choose to work on five of the UK bank holidays and use their annual leave on alternative days (with the exception of those bank holidays that fall during Christmas Closure)	
	Ability to carry over a maximum of five days with any additional days to be at discretion of relevant member of SMT and Director of Finance and Operations and allowed only on an exceptional basis	
	Birthday leave – staff can take a day of leave on their birthday (or the closest available working day if it falls on a bank holiday or weekend)	
	After three years service staff will receive an additional two days annual leave (pro rata). Total entitlement 30 days per year	Staff with three years service
Sick pay (OSP)	Occupational sick pay (OSP) - Six weeks full pay and six weeks half pay in rolling 12 month. Staff eligible from day one of employment	All staff eligible subject to statutory requirements
Compassionate leave and pay	Discretion of line manager (up to three days paid)	All staff eligible subject to criteria (which include, for example, closeness of family member in event of death in family)
Parental Bereavement leave and pay	Two weeks paid leave	All staff eligible subject to statutory requirements

Work life balance

Benefit	Detail	Eligibility
Dependency leave and pay	Usually unpaid but paid time off may be granted at discretion of line manager	All staff eligible subject to criteria
Carers leave and pay	One week paid leave	All staff eligible subject to statutory requirements
Maternity leave	Statutory Maternity Leave (SML) - 52 weeks	All staff eligible subject to statutory requirements
Maternity pay	Statutory Maternity Pay (SMP) - six weeks at 90% salary followed by 33 weeks at SMP rate	Continuously employed for at least 26 weeks up to any day in the "qualifying week" (15th week before the child is expected)
	Occupational Maternity Pay (OMP) -13 weeks at full pay followed by 33 weeks at Statutory Maternity Pay (SMP) rate	Continuously employed for at least 52 weeks up to any day in the "qualifying week" (15th week before the child is expected)
Paternity leave	Statutory Paternity Leave (SPL) - two weeks	All staff eligible subject to statutory requirements
Paternity pay	Statutory Paternity Pay (SPP) - two weeks at SPP rate	Continuously employed for at least 52 weeks up to any day in the "qualifying week" (15th week before the child is expected)
	Occupational Paternity Pay (OPP) - two weeks at full pay	Continuously employed for at least 52 weeks up to any day in the "qualifying week" (15th week before the child is expected)

Work life balance

Benefit	Detail	Eligibility
Adoption leave	Statutory Adoption Leave (SAL) maximum 52 weeks	All staff eligible subject to statutory requirements
Adoption pay	Statutory Adoption Pay (SAP) six weeks at 90% followed by 33 weeks at SMP rate	Continuously employed for at least 26 weeks up to any day in the week they were matched with the child
	Occupational Adoption Pay (OAP) - 13 weeks at full pay followed by 33 weeks at Statutory Adoption Pay (SAP)	Continuously employed for at least 52 weeks up to any day in the "qualifying week" (15th week before the child is expected)
Shared parental leave	Statutory - maximum 50 weeks	All staff eligible subject to statutory requirements
Shared parental pay	Statutory Shared Parental Pay (ShPP) - maximum 37 weeks at ShPP rate	Continuously employed for at least 26 weeks up to any day in the "qualifying week" (15th week before the child is expected)
	Occupational Shared Parental Pay (OShPP) - 11 weeks at full pay	Continuously employed for at least 52 weeks up to any day in the week they were matched with the child
Parental leave	Statutory - 18 weeks of unpaid leave	All staff eligible subject to statutory requirements
Flexible hours	10am to 4pm are core hours. Office hours are 8am to 6pm	All staff eligible
Work from home	Occasional home working available. Regular working at home available upon request	All staff eligible

Work life balance

Benefit	Detail	Eligibility
Charitable duties or volunteering	Four half days leave per year subject to agreement from line manager and HR	All staff eligible
Employee assistance programme	Health Assured provides a comprehensive employee support service which includes a 24/7 confidential helpline, counselling and bereavement support, financial, legal and medical information, Wisdom Mobile App and online resources	All staff eligible
Health cash plan	Allows staff to claim money back for health treatments and access to services. Also includes employee assistance, discounted rates to health partners and gym memberships	All staff eligible

Professional Development

Benefit	Detail	Eligibility
Learning and development	A range of organisational and individual training and development opportunities Budget - £750 is allocated to each individual annually, plus a central budget agreed annually	All staff eligible
Professional subscription	Paid for, subject to agreement from HR and line manager	Relevant to role
Professional qualification	May be able to help - discuss with line manager and HR	All staff eligible
Sabbatical leave	Opportunity to request up to three months unpaid sabbatical leave	After 10 years service

