



Varied challenges.  
Visionary solutions.  
Award-winning results.

Careers at Cancer Research UK



## CRM Marketing & Engineering Lead

At Cancer Research UK, we're a collective force, tackling cancer on all fronts to save and improve lives. We fund pioneering research, we provide reliable and accessible information, we influence policy, and we encourage positive behaviour change. Each of our specialist teams and departments make up our directorates and play a vital role in supporting our vision.

This role sits within our Chief Operating Office directorate as part of the Engineering & Data team and Technology department. The Chief Operating Office directorate brings together four exceptional departments under one function – HR, Finance, General Counsel, and Technology. The Chief Operating Office collaborates across Cancer Research UK to ensure we maximise the value of all our resources.

The directorate leads on engaging and inspiring our people by delivering operational transformation and an employee experience that enables us to be an inclusive and agile organisation. It aims to become the hub for operational management ensuring we govern, prioritise, and are effective and efficient in all we do to help people live longer, better lives free from the fear of cancer.

“ There's so much flexibility and so much space to develop in your career. Whatever you do at CRUK, we really support movement within the charity. You can go on a secondment, try new things in a different team, get involved with work that's interesting to you. ”



Nikolett Jozsika – Chief Operating Office (Technology)

## What will be my purpose?

At Cancer Research UK, we exist to beat cancer. We are professionals with purpose, beating cancer every day. But we need to go much further and much faster. That's why we're looking for someone talented, someone who wants to develop their skills, someone like you.

Cancer Research UK has an ambitious approach to technology, having built multiple in-house software products including agile development of web applications and platforms with millions of users (supporters, patients, relatives & public, health professionals, researchers). Our Engineering department brings together software engineering, cloud infrastructure, platform engineering, quality assurance and data engineering to meet the challenge of keeping Cancer Research UK at the forefront of the fast-moving technology landscape.

Ensuring that our CRM and Marketing platforms support this ambition is a key challenge. We are undertaking a large-scale refresh of these platforms and there is exciting and challenging work to do as we establish a new engineering strategy for these platforms, including new developer tooling, QA and deployment automation.

As a CRM Marketing & Engineering Lead, your purpose will be to lead all engineering work in this area including development, support, and environment management, and delivering the priorities set out by the Head of Product Portfolio & Relationship Management and Marketing Product Managers. You will be looking after our current Siebel and Adobe Campaign platforms and helping lead the transition of both technology and the team to our new Salesforce platform.

As part of the Engineering Leadership Team, you will work closely with peers both within and outside Engineering in order to ensure an excellent customer experience for CRM and Marketing platform users, high reliability and excellent support for the platform (and its connection to other applications).

You will lead your team through this change as they develop the skills they need to work with the new platforms and work with the implementation partners to build and release the new Salesforce-based CRM platform. You will also support your team as we work to decommission our legacy platforms and contribute to our ambitious plans for the ongoing improvement of our Marketing capabilities.

You will bring great leadership skills to this challenging area, and strong experience in Salesforce implementations, CRM development, support, and integration approaches.

### What will I be doing?

- Lead the CRM Engineering team incorporating all necessary disciplines (Development, Environments and Support) to deliver the priorities defined by the Head of Product Portfolio & Relationship Management (RM) and Marketing Product Managers. Balance the needs of the organisation to ensure development progresses at pace, environments are reliable and support DevOps approaches, and support provides an excellent service ensuring the needs of users and the data integrity of the platform is maintained.
- Work in a highly collaborative relationship with the Head of Product Portfolio & RM and Marketing Product Managers to support the delivery of their priorities and at the same time ensure appropriate levels of governance, platform reliability, efficiency and quality of delivery, and to support the definition of and implementation of Engineering and Data Strategies.
- Lead the team through the transition from the legacy monolith Siebel to the new Salesforce and future marketing platform, coaching them, maintaining morale, and developing their skills ready to take on the new platforms. This will include technical leadership of decommissioning Siebel.
- Work closely with the implementation partners to ensure the new platforms meet Cancer Research UK's needs, that team members are appropriately involved in the implementation, and that knowledge transfer is taken seriously to avoid long-term dependency on the implementation partner, and build internal capacity for ongoing transformation.
- Define and deliver the relationship management and Marketing aspects of the Engineering Strategy. Optimise the delivery of work through the team, in terms of throughput and quality by promoting and embedding DevOps tools and processes, and Agile methods as appropriate.
- Continually improve the availability, stability, and resilience of our platforms by addressing technical debt, improving support mechanisms, acting on support pain points to improve the platform, and ensuring the voice of the customer is heard in the team.

- Coach and develop staff in the team ensuring that they are gaining in skill, learning the new platforms, and that they are able to support each other through cross-skilling.
- Ensure equality and diversity are celebrated and considered as part of all decisions taken.
- Committed to Cancer Research UK's vision to bring forward the day all cancers are cured.
- Undertake other tasks as necessary to contribute to the team objectives and those of Cancer Research UK.
- Provide expert insight into the ongoing development and delivery of the relationship management and marketing technology elements of Cancer Research UK's Engage transformation programme (including strategy and delivery).

#### Line management:

- Accountable for line managing, leading, and developing an inclusive and high-functioning team. As a line manager, you will be responsible for creating a positive culture which recognises success, develops, and drives high performance; and rewards results to retain talent within the team and wider function.
- Setting objectives and KPIs (key performance indicators) for the team, monitoring and tracking over performance with recognition, and supporting underperformance through a performance management process.
- Lead a team through a period of profound change (including managing the people impact of decommissioning legacy systems, and implementing new technologies and ways of working).

#### What skills will I need?

- Extensive experience in leading and motivating a team of technical staff gained working with relevant Development & Support teams.
- Extensive experience in managing and transforming the development and operation of enterprise grade platforms.
- Extensive experience in CRM transformation, modernization, and integration within a hybrid (on-premise & cloud / SaaS) environment (ideally gained when transforming CRM and related platforms from monolith to Cloud/SaaS).

- Significant experience in different development methodologies (Waterfall, Agile, Scrum, Kanban) and engineering best practises.
- Experience/knowledge of DevOps culture, tools, and processes and their application to CRM platform engineering.
- Extensive experience with Salesforce. Essential: Sales Cloud, Service Cloud. Desirable: Marketing Cloud, Data Cloud, Non-Profit Cloud.
- Experience in incident management, disaster recovery, and high availability platforms.
- An understanding of architecture and the value it can add to an organisation.

### Additional Information

For more information on our career opportunities and benefits please [visit our website](#) or contact us at [recruitment@cancer.org.uk](mailto:recruitment@cancer.org.uk).

For more updates on our work and careers, follow us on: [Linked In](#), [Facebook](#), [Instagram](#), [X](#), and [YouTube](#).

Our values represent who we are and will help us to bring our best to what we do and ensure Cancer Research UK is a great place to work.



**Bold:** Act with ambition, courage and determination



**Credible:** Act with rigour and professionalism



**Human:** Act to have a positive impact on people



**Together:** Act inclusively and collaboratively