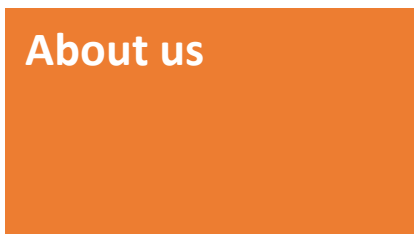


FASHION RETAIL ACADEMY

Job information pack

Job description for:	CRM Developer
Level:	Manager
Accountable to:	Director of Technology and Digital Innovation
Key relationships:	Director of Marketing & Sales, Director of Industry Relationships
Salary grade:	Manager Grade
Hours:	Full-Time, Permanent: 37 hours per week (Mondays – Thursdays: 09h00 - 17h30, Fridays: 09h00 - 17h00)
Location:	West End / Hybrid Home working options for c. 2 days per week



The Fashion Retail Academy (Ofsted outstanding) is a unique, industry led academy. Founded by retail giants, we offer a range of exclusive Fashion courses with unparalleled industry involvement to ensure our students gain the skills and contacts needed to successfully progress to employment.

Supported by and working closely with over 140 fashion brands from high street staples to digital giants and luxury brands, we offer a wide range of specialist fashion diploma, degree and short courses, many of these exclusive to the FRA with start dates throughout the year.

Our courses are developed with industry partners to provide our students with a combination of in-depth fashion retail knowledge and unrivalled hands-on practical industry experience (which include high quality occupationally relevant work placements, industry masterclasses from the leading figures in industry, live commercial projects and our industry preparation enrichment). Our graduates leave with a wide range of skills and experience guaranteeing them the fastest route into work.

This is a hugely exciting time to join the FRA; we are constantly expanding, both in student numbers and square foot! In addition to our main site on Gresse Street, we have recently acquired a new state of the art office on Newman Street, doubling up as a social space for our staff in the evening.

About the role

In the context of our ambitious growth and diversification plans, we are currently seeking a CRM Developer to become a key member of staff responsible for enhancing our applicant experience, improving key business processes, whilst evolving our portfolio of student and staff apps to drive efficiency and expand our organisation.

The CRM Developer will take the lead on designing and developing new applications and solutions to fit our evolving business requirements. Working closely with key stakeholders across the organisation to understand the user and applicant experience, advising on solutions to enhance our platforms and processes. Working on exciting developments of bespoke education and training suites to provide the Fashion Retail Academy with a unique proposition to the education sector.

Key accountabilities

Development Lifecycle

- Manage the CRM development process including code control, software development lifecycle, and deployment of updates to environments.
- Design, develop, and customize Microsoft Dynamics 365 solutions, plugins and processes to meet organisational requirements.
- Implement and maintain Dynamics 365 configurations, workflows, and integrations.
- Customise Dynamics 365 modules, entities, forms, and views to align with business processes and ensure easy to use experience for end users.
- Evolve our Dynamics 365 and Power Platform implementation utilising latest updates and features released by Microsoft to enhance functionality and experience.
- Managing change requests and ensuring changes follow the development lifecycle to allow for rollback plans and full user testing.

Stakeholders

- To provide end users with effective training and/or guidance on systems, processes, reports and dashboards for which the role has responsibility.
- Manage third party supplier relationships and integrations to Dynamics 365 (CRM).
- Collaborate with cross-functional teams to gather and understand user requirements, business processes and implement Dynamics 365 solutions.

- Provide technical support for CRM-related issues, including troubleshooting and issue resolution.
- Create and maintain comprehensive documentation for Dynamics 365 configurations, customisations, and integrations.
- Owning the prioritisation of development areas to ensure the business and relevant departmental teams are meeting critical business goals, producing a regular roadmap for development for Dynamics 365 and related Power Platform apps.

Technology and Performance

- Integrate CRM with other enterprise systems to streamline and enhance user productivity, whilst ensuring data consistency.
- Implement security measures to safeguard CRM data and ensure compliance with privacy regulations.
- Optimise and enhance the performance of Microsoft Dynamics 365 for improved user experience, including load/stress testing for enrolment solutions and applications to ensure performance for critical periods.
- Working closely with the Business Intelligence team to create reporting and dashboards to monitor business led KPIs and provide insight into user journeys and conversion.

Key responsibilities

- Customize CRM forms, views, and dashboards to align with organisational needs.
- Configure and maintain CRM entities, relationships, and data mappings.
- Develop and implement integrations between Microsoft Dynamics 365 and other business applications.
- Design and implement plugins, workflows, and business process flows.
- Conduct thorough testing of Dynamics 365 configurations and customisations to ensure reliability and functionality.
- Implement best practices for Dynamics 365 system maintenance and updates.
- Provide training and support to end-users on CRM functionality and best practices.
- Develop and maintain CRM solutions using Microsoft Dynamics 365 and the Power Platform, including customisations and extensions.
- Provide advice and guidance on new technologies impacting Dynamics 365 and providing benefits to our user base.
- Develop user guides and training materials for CRM users.
- Conduct regular security audits and address vulnerabilities.
- Manage and enhance existing bespoke web (ASP NET) and .NET applications currently integrated with future migration to plugins or PowerApps.
- Utilise web development technologies (HTML, CSS, JavaScript, etc.) to enhance web-based CRM solutions.

- Updating and maintaining FetchXML based CRM reports, and helping to transition enhanced reporting and dashboarding to Power BI.
- Manage SQL stored procedures for integration between Dynamics 365 and MIS platforms.

In line with all staff

- To act in the interests of the FRA at all times.
- To support the delivery of the FRA's strategy as it relates to this post.
- To perform any other duties consistent with this position as may from time to time be assigned to you by the CEO and Principal or its designate, or as may reasonably be required anywhere within the FRA.
- To be committed to your own development through the effective use of the FRA's performance review and staff development processes.
- To work collaboratively with the wider business and support the work of the curriculum delivery, professional services and support functions teams as may reasonably be required in the delivery of the FRA's strategic plans.
- **Safeguarding.** Comply at all times with the FRA's safeguarding policy and play an active role in maintaining and promoting students' safety, security and well-being in their learning environment.
- **Equality and diversity.** To be committed, adhere to and promote the FRA's Equality and Diversity policy at all times.
- **Health and Safety.** Comply with and raise awareness of health and safety in line with FRA policy and procedures.
- **Data Protection.** To understand your own responsibilities, be committed to and comply with all FRA's policies, procedures and guidelines with respect to the collection, processing, storing and sharing of all personal information as it relates to this position to comply with the GDPR.

The job description should not be regarded as exclusive or exhaustive. It is intended to be a summary outline of the current areas of activity, and it may be subject to modification from time to time as necessitated by the changing needs of the FRA.

Updated December 2023

Person specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> ▪ Degree or equivalent professional qualification. ▪ Dynamics 365/Power Platform certification. 	
Knowledge	<ul style="list-style-type: none"> ▪ Extensive knowledge of Dynamics 365 Customer Engagement (CRM) including plugin development, workflows, and system customisations. ▪ Proficient in Javascript. ▪ Strong C# and .Net development skills ▪ Knowledge and understanding of SQL databases and stored procedures. ▪ Great knowledge of Power Apps and Dataverse development. ▪ Working knowledge of Azure DevOps. ▪ Strong knowledge of web development technologies and frameworks. 	<ul style="list-style-type: none"> ▪ Knowledge on ClickDimensions solutions. ▪ Mobile App Development (Android or iOS). ▪ Knowledge of utilising SharePoint with low code solutions such as Power Platform is desirable. ▪ PCF component development.
Experience	<ul style="list-style-type: none"> ▪ Experience in Dynamics 365 (CRM) development role. ▪ Experience in the identification of information system needs, and the analysis of their requirements. ▪ Proven experience in the full software development life cycle (Analysis, design, documentation, programming, testing, troubleshooting and debugging and implementation). ▪ Experience with integration and plugin development on Dynamics 365. 	<ul style="list-style-type: none"> ▪ Experience of creating/developing SSRS reports. ▪ Experience in end to end and/or full stack solutions. ▪ Experience with Microsoft Azure App Services is desirable. ▪ Prior Microsoft Partner experience is desirable. ▪ Experience in Business Process Analysis as a previous role or part of previous role.
Skills	<ul style="list-style-type: none"> ▪ Analytical thinker with the ability to troubleshoot and resolve complex technical issues. ▪ Ability to plan and prioritise competing demands, multitask across a range of work of 	

	<p>different types, work well under pressure and meet deadlines.</p> <ul style="list-style-type: none"> ▪ The capability to convey technical concepts and solutions to both technical and non-technical colleagues and external contacts. ▪ Excellent communication skills (verbal and written), and ability to collaborate with cross-functional teams. ▪ Demonstrable drive for results 	
<p>Attributes/ personal characteristic</p>	<ul style="list-style-type: none"> ▪ Positive outlook and approach to change and comfortable working with ambiguity. ▪ Natural collaborator and team player. ▪ Passionate about education. ▪ Adaptable and a confident approach to meet the challenges of a fast-paced environment. ▪ Proactive and self-motivated. ▪ Commitment to own professional development. ▪ Commitment to practicing and modelling the FRA's values. ▪ Willingness to stay updated on the latest Dynamics 365 and web development technologies. ▪ Customer service mindset with a focus on delivering CRM solutions that meet business needs. ▪ Detail-oriented with a commitment to maintaining accurate documentation. 	

Our vision, mission and values

Vision

To be the home of Fashion's next generation with a transformative educational experience that changes lives, creates and enhances careers and prepares our graduates for success in the real world.

Mission

To pioneer educational experiences with industry which nurture and develop the next generation for high value careers in fashion and retail.

Values

Collective courage for a successful future:



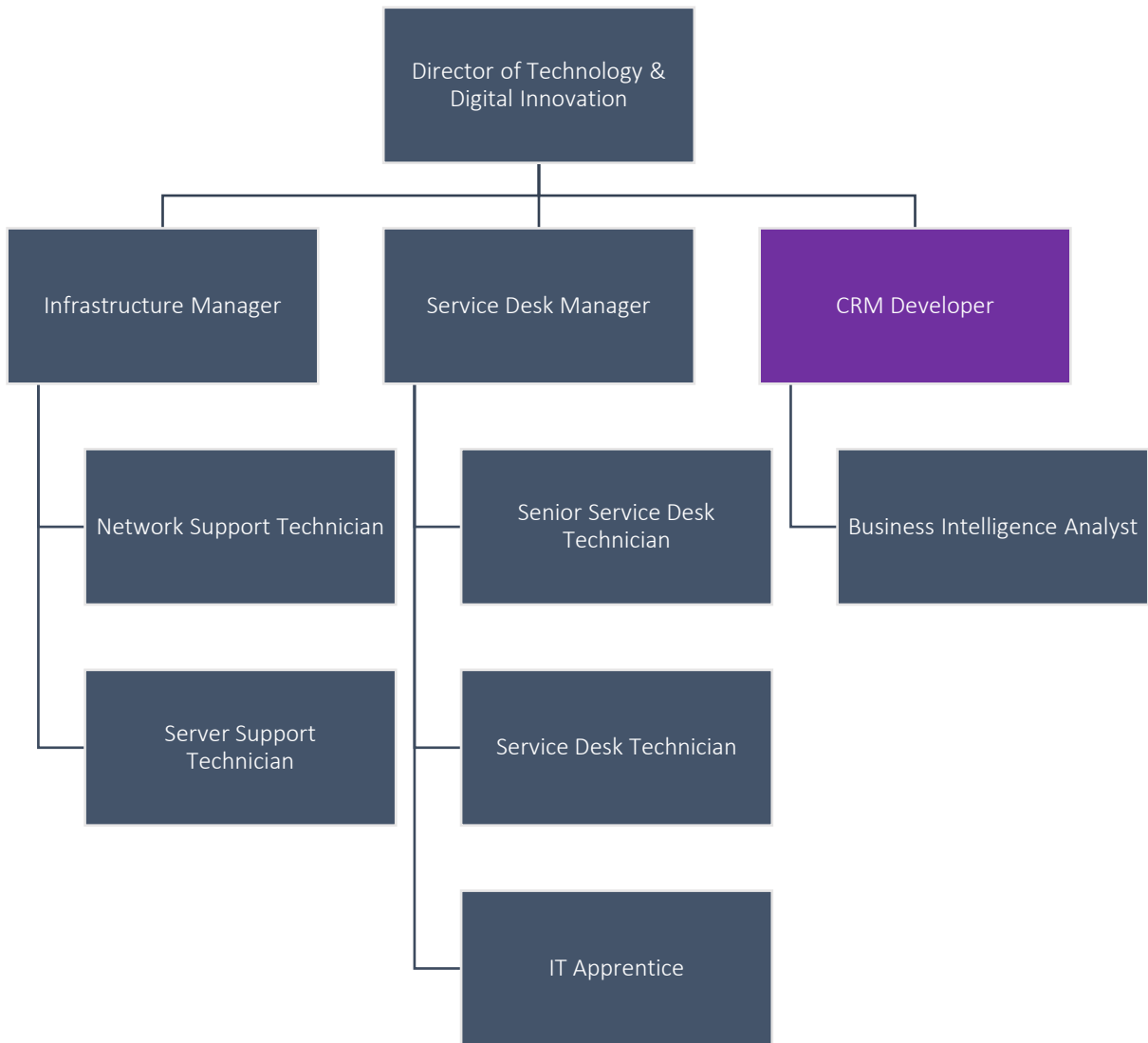
Customer centric: "If it matters to our students, it matters to us"

Authentic Action: "We're authentic in our actions, words and interactions"

Resilient: "Integrity in our actions to relentlessly strive for what we care about"

Enthusiastic: "If it matters to you, make it matter to others"

Team structure



FRA Reward & Recognition Programme

WE OFFER A MARKET-LEADING BENEFITS PROGRAMME THAT OFFERS SOMETHING FOR EVERYONE!

Health & Wellbeing

- A customisable monthly wellbeing allowance aimed to support your healthy lifestyle, whatever that may be!
- Funded counselling and / or CBT provided by Bupa.
- Highly competitive sick pay to support you in a time of need.
- [Cycle to work scheme](#) - save at least 25% on a new bike and fitness accessories.
- Annual flu vaccination programme.

Work-Life Blend

- Incredibly generous holiday allowances:
 - 25 days holiday plus bank holidays (support staff)*
 - 30 days holiday plus bank holidays (managerial staff)*
 - 35 days holiday plus bank holidays (academic and director staff)*
- Plus extra days off at Christmas, Birthday leave and Celebration leave, andan additional 2 weeks off and an Around the World ticket every 5 years!
- Enhanced family leave pay, including 6 months fully paid maternity, adoption and shared parental leave!
- A buying and selling holiday scheme.
- Amazing flexible working opportunities, including hybrid working, flexi hours, a sabbatical scheme, and the ability to be able to request formal flexible working from day 1.

FRA Culture

- Vibrant and inclusive environment with regular socials including all staff parties, team nights out, and more casual affairs such as our monthly Thirsty Thursdays 😊
- Employee led staff recognition awards.

- Modern facilities including a delicious food and beverage provision.

Financial Health

- An enhanced pension scheme provided by Prudential (on the successful completion of probation): employee contributions matched by employer up to 5%.
- Automatic enrolment workplace pension provided by People's Pension (available from day 1): 5% employee contributions and 3% employer contributions.
- Financial and legal advice through our top end Employee Assistance Programme.
- Refer a friend scheme and pocket £500!
- [Techscheme](#) allowing you to spread the cost of the latest tech over 12 months, plus NI savings.
- Interest-free travel season ticket loans.
- Local area discounts and offers including corporate rates for local gyms, discounted restaurants and bars.

Personal Growth:

- Personal learning & development allowance to empower you to take ownership of your professional journey.
- Financial support and mentoring towards professional qualifications.
- A wide range of in-house and external training, CPD, teacher training and teaching practice development.
- Free access to LinkedIn Learning for personalised learning, virtually everywhere anytime!
- Reimbursement for annual professional membership fees relevant to your role.

Social Impact:

- FRA fundraising contributions – if it matters to you, it matters to us. We match sponsorships up to £1000!
- 2 paid charity volunteer days per year.
- Payroll charitable giving.

More information



Contact us:

To arrange an appointment for an informal discussion about the role and our organisation, please email recruitment@fra.ac.uk