

Position: **CRM Developer**
Office: **Michell Instruments UK**
Reporting to: **Marketing**

As the CRM Architect and Developer you will be managing and improving our currently installed Microsoft Dynamics 365 Modules (Sales, Customer Service, Marketing) as well as expanding the use of Power Apps and Power Platform. Your proven CRM skills will help you with the onward development of our existing system and implementation of Dynamics 365 four new business units. You will manage the relationship with third Party CRM Service Suppliers as well as guide and train local Super Users and support them with all D365 related queries. The role will offer you a great opportunity to get hands on with configuration and necessary customisation, allowing you to expand your skill set.

Duties and responsibilities:

- Ensure that the company-wide CRM runs smoothly and efficiently.
- Evolve our CRM platform structure and architecture ensuring it works seamlessly across the organisation and captures all required information at key points in the customer life cycle.
- Develop new strategies for all aspects of CRM to ensure the most effective approach.
- Configure, develop, test and implement D365 modules as well as interfaces to other applications, web front- and backends as well as data bases.
- Manage the data base and help Super Users clean/update/improve the processes
- Work closely with the Sales, Marketing and IT teams as well as with external CRM consultants to ensure the CRM works effectively for all aspects of the business.
- Help the Sales and Marketing Teams run CRM campaigns, develop dashboards and provide them with technical consulting on D365
- Raise the profile of CRM within the business helping users understand its importance
- Build workflows and reports for campaign performance metrics
- Research and leverage CRM related innovations to further enhance our Dynamics 365 system

Desired Experience

- Good Dynamics 365 CRM and Dynamics 365 portal knowledge including proven development and configuration experience ideally in manufacturing
- Experience in technically maintaining and administering systems, software or digital services
- Power Platform experience (Power Automate, Portals, PowerApps)
- SQL/Dataverse experience as well as some familiarity with Azure platform
- Strong JavaScript / TypeScript knowledge and skills in using frameworks like React, Angular or similar
- Experience of on-premise Dynamics 365 migrations and development would be an advantage
- Understanding of web security and GDPR

Personal Skills

- Self-motivated and able to work on own initiative
- Highly organised and able to prioritise what is most important
- Able to communicate well with people at all levels
- Able to multitask in a multicultural, frequently fast-paced environment
- English language is important



Education

- Degree-level qualification or similar experience

If you are interested in the above position, please send your CV in the 1st instance to

HR Manager
Judith Page
Process Sensing Technologies
48 Lancaster Way Business Park
Ely, Cambridgeshire
CB6 3NW
T – 01353 658000
E – judith.page@processsensing.com