UNIVERSITY OF CAMBRIDGE

CRM Development Administrator

Professional and Continuing Education

Closing Date: 1st December 2026
Job Reference: EA51696









Race Equality Charter Bronze Award

We are a Living Wage Employer

disability confident COMMITTED

Athena SWAN Silver Award

CRM Development Administrator

Salary:
£34,630 - £40,704

In addition to the base salary stated above, the successful candidate for this post will receive an additional 2.5% supplement to their pay.

Contract:
Permanent

Location:
Madingley Hall

Department:
Professional and Continuing Education

Responsible to:
Head of IT and Systems

Working pattern:
Full Time

The University of Cambridge has a Hybrid Working Policy that aims to enable as many staff as possible to work in a hybrid way if they so wish, whilst recognising that some roles will include tasks that can only be performed on University premises.



Role overview

This role sits within the IT and Systems team within Professional and Continuing Education (PACE), reporting to the Head of IT and Systems, supported by the CRM Development Manager.

The CRM Administrator supports the design, configuration, development, and ongoing maintenance of PACE's Salesforce Customer Relationship Management (CRM) system guided by the CRM Development Manager.

The post holder assists in building custom workflows, integrating third-party administrative systems, building reports, and resolving technical service issues. This is an early-career development role where the post holder works under the mentorship of the CRM Development Manager to build technical capabilities across business analysis, configuration, low-code development, and code deployment.

Role Purpose

To support the CRM Development Manager to configure, develop, improve and enhance processes and maintain CRM applications, elements, data and associated integrations to support student recruitment, admissions, alumni relations, and administrative operations.

Key responsibilities

System Configuration and Software Development

- **Administrative functionality:** Assist in configuring and customising CRM functionality, including objects, fields, page layouts, automation rules, flows, email templates, forms and business process logic.
- **Testing:** Help to test and debug low-code or custom functionality under the guidance of senior team members to extend out-of-the-box system capabilities.
- **User Interfaces**: Help design and maintain user interfaces, dashboards, and reporting frameworks for users and administrative teams.
- **Projects:** Assist with projects to develop and enhance the CRM platform and experience for students and staff.
- **User training and support:** Support the CRM Development Manager to provide user training of new features, or when onboarding new staff as required.

Key responsibilities (continued)

Data management, cleansing and deduplication

- **Deduplication & Merging:** Responsible for identifying duplicate records and running field-level merges (retaining key historical activity, open tasks, and related child objects) using native features or tools like DemandTools.
- **Bulk Data Formatting:** When required run mass-updates or transformations via tools like Data Loader or Workbench to correct bad formatting, standardise address syntax, or re-align misassigned record ownership.
- **Data Scrubbing & Archiving:** Responsible for identifying stale, invalid, or obsolete records (e.g., hard-bounced email contacts) and archiving or deleting them to maintain CRM performance and storage limits.
- **Integration Audit Checks**: Responsible for monitoring API data syncs from Olympus, or web forms to ensure inbound data maps accurately without truncating or mismatching fields.

Support, Bug Fixing and Service Delivery

- **User support:** Act as technical escalation support for complex user queries or technical bugs identified, investigating, and resolving operational issues on Salesforce CRM and connected systems.
- **Analysis:** Analyse reported technical issues and recommend and/or apply updates.
- **Performance:** Monitor system performance, user adoption metrics, and platform security access controls.
- **User access:** Responsible for the management of user access for new and leaving staff.

Data Governance and Rationalisation

- **Data quality:** Responsible for the identification and removal of redundant data items.
- **Data standardisation**: Ensure the use of standard and consistent user views of Contacts and other Salesforce or custom entities.
- **Documentation:** Help to improve the system documentation of data items, entities forms and processes.
- **Reporting:** Where appropriate build specialised process, system performance or data quality reporting.

Data Quality, Storage and security

- **Data Quality:** Conduct routine quality checks to identify anomalies, trends, inconsistencies, or gaps in core datasets.
- **Data Management**: Ensure data is appropriately stored and archived, in line with relevant legislation e.g. GDPR, and the needs of the Institute.
- **Data usage**: Ensure data is used and represented ethically in line with relevant legislation (e.g. GDPR which incorporates Privacy by Design).
- **Data documentation:** Document standard operating procedures for data collection, storage, and reporting workflows.

Ongoing development

- Undertake training and development to enhance technical and soft skills. Such as Salesforce/TargetX related training and events, AI tools and overall enthusiasm/curiosity to enhance skills).

Person specification

	Essential	Desirable
Experience/abilities		
High attention to detail and a methodical approach to software testing and bug resolution.	✓	
Clear communication skills, verbal and non-verbal — able to explain technical concepts to non-technical users and document technical procedures.	✓	
Ability to manage tasks independently and balance priorities	✓	
Strong analytical, logical thinking, and problem-solving skills with proactive approach to problem-solving and process improvement	✓	
Basic understanding of UK GDPR and data protection considerations relevant to managing user data in CRM platforms.		✓
Skills		
Practical experience configuring or customising enterprise CRM platforms (Salesforce, MS Dynamics, HubSpot).	✓	
Exposure to higher education business processes (student admissions, recruitment, course management).		✓
Demonstrable experience in software development fundamentals or relational database management (SQL, data modeling).		✓
Understanding of web technologies (HTML, Javascript, CSS, JSON, REST APIs)		✓
Qualifications		
Educated to /HND/HNC, level 4/5 vocational qualification or equivalent level of practical experience.	✓	

Declaration on Research Assessment

The University of Cambridge is a signatory to the San-Francisco Declaration on Research Assessment (DORA), and in recruitment or promotion evaluations will assess research on the basis of its merits rather than the journal or venue in which it is published. Applicants should not include Journal Impact Factors or uncontextualized metrics in their applications. Full details are at: https://www.research-strategy.admin.cam.ac.uk/research-policy/DORA

Professional and Continuing Education



PACE's mission is to support the University of Cambridge's promise to prioritise and enable learning throughout life and to promote the widest possible access for learners to the University. PACE delivers its mission through affordable course provision; flexible modes of course delivery; inclusive and supportive education and a commitment to peer learning.

PACE has now celebrated its 150-year anniversary during the 2022-23 academic year and remains a constant advocate for accessible, engaging and progressive forms of innovative higher education for any motivated adult learner.

PACE consist of approximately 200 employees. PACE's teaching is further supported by 400 part-time tutors and examiners. PACE currently offers over 300 courses a year. These consist roughly of 40 Undergraduate, 25 Postgraduate, 100+ online courses, 18 residential or weekend courses and then over 140 courses on the International Summer Programme. PACE's courses span a range of fields, with students studying for professional development or personal enrichment.

Our headquarters are situated at Madingley Hall (a residential Grade I listed building, built in the 16th Century), which provides facilities for conferences and events, and a full hotel service. Madingley Hall has 16 meeting rooms, 62 ensuite bedrooms, a bar and lounge, set in 8 acres of grounds (including Capability Brown designed gardens). The Hall is located approximately four miles west of Cambridge.

2024 Highlights

8,283

tuition-fee-revenue-generating course enrolments

Grade 1
Outstanding

outcome of Ofsted full inspection of apprenticeship provision in September 2024

95,700

learners on free-to-access ICE edX courses

£153,927

Total value of bursaries awarded to 87 learners

Terms of appointment

Tenure and probation
Appointments will be made on permanent basis. Appointments will be subject to satisfactory completion of a six-month probationary period.

Hours of Work and Working Pattern
The hours of work for the position are 36.5 hours per week, working Monday to Friday.

It should be noted that in Continuing Education, classes, open days, awards ceremonies etc often take place at the weekends and evenings.

Pension
You will automatically be enrolled to become a member of CPS (Contributory Pension Scheme) – a defined benefit and defined contribution pension scheme. For further information please visit: www.pensions.admin.cam.ac.uk

Annual leave
Full time employees are entitled to annual paid leave of 36 days inclusive of public holidays.

General information

Pre-employment checks
Right to work in the UK
We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us. If you do not have the right to work in the UK already, any offer of employment we make to you will be conditional upon you gaining it.

Health declaration
Once an offer of employment has been made the successful candidate will be required to complete a work health declaration form.

Qualifications
The person specification for this position lists qualifications that are essential and/or desirable. Please note that if you are offered the post you will be asked to provide your relevant original certificates of these qualifications.

References - offers of appointment will be subject to the receipt of satisfactory references.

Information if you have a disability
The University welcomes applications from individuals with disabilities.

We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. Information for disabled applicants is available at http://www.admin.cam.ac.uk/offices/hr/staff/disabled/

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

If you prefer to discuss any special arrangements connected with a disability, please contact, the Department Administrator, who is responsible for recruitment to this position.

The University

The University of Cambridge is consistently ranked one of the best universities in the world, achieving academic excellence through its Faculties, Departments and other Institutions, together with the 31 Colleges.

The University is renowned for its record of discovery and innovation. It is one of the great institutions, with a regional, national and global reach, attracting the very best and brightest minds. Our staff and students shape the world around us for the better: we attract and partner with like-minded people.

Whether contributing to the development of new anti-cancer drugs, adding to the understanding of how black holes are formed, revolutionising the study of ancient settlements, convening academic expertise to offer solutions to the climate crisis, or analysing public attitudes towards democracy around the world, the University's research is remarkable in its breadth, quality and impact. The University also sits at the heart of Europe's largest technology cluster and has catalysed more than 1,500 high-tech companies. And yet what inspires our 24,000 students and 13,000 staff is not what has already been achieved, but what is possible in the future.

The education and experience of our students, based on a partnership between the University's academic Departments and Faculties and the 31 Colleges, is second to none. Every student is a member of one of the Colleges, each a community of students, academics and staff drawn from across the University's comprehensive range of subject areas.



The University is a self-governing community, with a system for decision-making that provides a high degree of accountability and transparency to its members. Each Department and Faculty is part of one of six academic Schools, but each of them, and each individual academic, has a great deal of autonomy. The Colleges are independent and self-governing, working in a symbiotic relationship with the University.

The University has a number of Institutions that are independent of any Faculty or Department and are not part of the academic Schools. These include the Institute of Continuing Education (which provides high-quality education to adults throughout their lives), the Fitzwilliam Museum, Kettle's Yard (an historic house and gallery that holds important collections of modern art) and the University Library. In addition to their diverse contributions to University and public life, these non-School Institutions are also important centres of teaching and research.

Cambridge University Press & Assessment provides academic publishing, examinations and learning materials worldwide, supporting the dissemination of research, academic development at school and in higher education, and international student mobility. Legally, the Press & Assessment is a department of the University. It provides very important funds to invest in the academic purposes of the University.

The University has made truly remarkable contributions to the sum of human understanding, with breakthrough ideas and discoveries that have changed the way we understand ourselves, our planet, and the universe around us. Yet the global and national contexts in which it operates are fast-changing and increasingly filled with uncertainty. In a world that is becoming - politically, economically, socially, and technologically – ever more interconnected but even less equal, the University's mission – "to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence" – has never been more relevant.



About Us

The University is one of the world's leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country's highest concentrations of internationally important collections.

The University has an annual income of £2 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £500 million per annum and continues to grow.

The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support. The 31 Colleges are self-governing, separate legal entities which appoint their own staff. Many academic staff are invited to join a College as a Teaching Fellow, which provides a further social and intellectual dimension. The Colleges admit undergraduate students, provide student accommodation and pastoral support and deliver small group teaching for undergraduates.

The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching.

Our instinct for seeking out excellence and setting up enduring and mutually beneficial collaborations has led us to establish strategic partnerships across the globe. Whether it is the successful Cambridge-Africa Programme involving universities in Ghana, Uganda and elsewhere on the African continent; or the close association with the government of India to pursue new research in crop science; or the creation, with Germany's Max Planck Institutes, of a Cambridge-based centre for the study of ethics, human economy and social change – international partnerships are now an inextricable part of the University's make-up.

"Through its outstanding education, research and innovation, the University of Cambridge has made - and continues to make - a lasting contribution to human knowledge and is flourishing. By working at the University of Cambridge, you will be joining a vibrant community of students, scholars and professional services staff, committed to supporting and enhancing the University's mission to contribute to society."

Professor Deborah Prentice,

Vice Chancellor, 2023



Working at the University

Working at Cambridge you will join a diverse, talented and innovative community, with more than 24,000 students and over 13,000 staff from all walks of life and corners of the world.

The University continually explores strategies to attract and retain the best people. It is committed to supporting its staff to achieve their best. We are a fair, diverse and inclusive society and we believe our staff are our greatest asset. There is strong commitment to developing institutional leadership and supporting and encouraging staff development at all levels.

We offer a variety of roles including academic, research, professional, managerial and support roles. We also offer extensive benefits and excellent learning opportunities within a stimulating working environment.

The University's estate is undergoing the most significant transformation in its history. Cambridge has been able to create a new science and technology campus to the west of the city centre, and is now expanding further to the north west of Cambridge including investing in affordable homes for University key workers and community facilities. Even with our continued development, the University remains within walking or cycling distance across the campus. The University is a major partner on the Cambridge Biomedical Campus and we continue to redevelop our historic city centre sites demonstrating our determination to ensure that we can offer the best facilities and opportunities for our staff and students.



Equality & diversity

The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society. All appointments are made on the basis of merit. We have an Equal Opportunities Policy, along with a range of diversity groups, including the Women's Staff Network, Race Equality Network and LGBT+ Staff Network. More details are available here: http://www.equality.admin.cam.ac.uk/

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University's silver Athena swan award recognises and celebrates good practice in recruiting, retaining and promoting gender equality.

Living in Cambridge

Cambridge is rich in cultural diversity. From beautiful University and College buildings, museums and art galleries, quaint gardens and punts on the River Cam, to a vibrant restaurant and café scene, our employees are surrounded by the wonderful features of this unique city.

You can find a wide-range of high street shops and 3 shopping centres, with independent alternatives at the historic market and nestled within the passageways in the city centre. You will find a cinema, bowling alley, a nightclub and various live performances at the Cambridge Leisure Park, with further entertainment options at the Corn Exchange, Arts Theatre and the ADC Theatre. Further information can be found on the Visit Cambridge website.

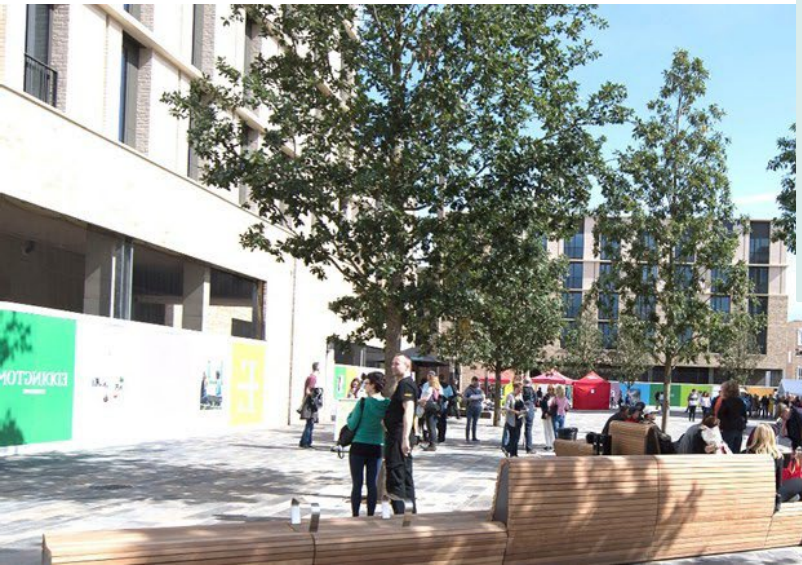
If you prefer the faster pace of life, London is a 45-minute train journey away. For those travelling from overseas, Stansted Airport is just 45 minutes away and Heathrow Airport under 2 hours away. The University is a short distance from a host of other attractions such as Ely Cathedral, Newmarket Races and various wildlife parks and stately homes. Cambridge is also within easy reach of the beautiful Broads and coastlines of Norfolk and Suffolk.

Relocation Support

The University recognises the importance of helping individuals to move and settle into a new area. We provide support and guidance to those relocating internationally or domestically to take up a post at the University of Cambridge, liaising with other University offices and selected partners to ensure comprehensive relocation support is available. This includes: accommodation, childcare, schools, banking, immigration and transport. If you would like further information, please visit https://www.accommodation.cam.ac.uk/RelocationService/. The Shared Equity Scheme and the Reimbursement of Relocation Expenses Scheme provide financial assistance to qualifying new members of staff with the costs of relocating to Cambridge.

Accommodation Service

The University Accommodation Service helps staff, students and visiting scholars who are affiliated to the University in their search for suitable accommodation in Cambridge. The dedicated accommodation team can provide access to a wide range of University-owned furnished and unfurnished properties, and has a database of private sector accommodation available for short and long-term lets. For further information and to register with this free service please visit: https://www.accommodation.cam.ac.uk/





What Cambridge can offer

We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work.

The University offers a wide range of competitive benefits, from family leave entitlement, to shopping and travel discount schemes. Our generous annual leave package contributes to the positive wellbeing of our University employees. Sabbatical leave enables academics to focus on research and scholarship, whilst still maintaining their full salary. The University also has a career break scheme for academic and academic-related staff, with additional flexible working policies for all other staff.

Pay and benefits

The University salary structure includes automatic service-related pay progression in many of its grades and an annual cost of living increase. In addition to this, employees are rewarded for outstanding contribution through a number of regular pay progression schemes. The University offers attractive pensions schemes for employees, with an additional benefit of a salary exchange arrangement providing tax and national insurance savings.





CAMbens employee benefits

The University offers employees a wide range of competitive benefits, known as CAMbens. CAMbens offers something for everyone across a range of categories, including:

- Financial Benefits, including shopping discounts (both local and national) and a Payroll Giving scheme;
- Relocation and Accommodation Benefits, including relocation assistance and interest-free Rental Deposit Loans;
- Travel Benefits, including Cycle to Work, discounts on train season tickets and interest-free Travel to Work loans;
- Family Friendly and Lifestyle Benefits, including support with childcare and family friendly policies;
- Health and Wellbeing Benefits, including a University Staff Counselling Service, discounts at the University Sports Centre, and other local gyms, and healthcare schemes.

What Cambridge can offer

Family-friendly policies

The University recognises the importance of supporting its staff. We have a range of family-friendly policies to aid employees' work-life balance including a generous maternity, adoption and shared parental leave entitlement of 26 weeks' full pay, and paid emergency leave for parents and carers.

Other family-friendly support includes:

Our highly regarded workplace nurseries, a childcare salary exchange scheme and a high-quality holiday Playscheme are available to help support University employees with caring responsibilities (subject to demand and qualifying criteria). Further childcare information can be found here: https://www.childcare.admin.cam.ac.uk/

The Newcomers and Visiting Scholars Group (https://www.nvs.admin.cam.ac.uk/) is an organisation within the University that welcomes the partners and families of visiting scholars and new members of the University. Run by volunteers, the group offers opportunities to visit interesting Cambridge venues, learn about the community, take part in social events and gain local knowledge while developing a strong support network of both residents and other newcomers.



Your wellbeing

The University's Sport Centre, Counselling Services and Occupational Health are just some of the support services available to University employees to promote their physical and mental wellbeing. The University delivers The Festival of Wellbeing annually, which is a programme of stimulating talks and activities, which aim to promote wellbeing and good mental and physical health. The University also hosts the Cambridge Festival, which is a great opportunity to get your first taste of public engagement, through volunteering, supporting hands-on activities or proposing a talk.

Development opportunities

We support new employees to settle in through various activities as well as supporting their professional and career development on an ongoing basis. Our Personal and Professional Development (PPD) team provide development opportunities for all University employees, including face-to-face sessions, online learning modules and webinars. All employees also have unlimited access to LinkedIn Learning to support their development. Both new and existing employees can undertake funded Apprenticeships, which lead to a range of vocational and professional qualifications. We offer reduced staff fees for University of Cambridge graduate courses and the opportunity to attend lectures and seminars held by University departments and institutions. A range of University training providers also offer specialist learning and development in their own areas e.g. teaching and learning, digital literacy, finance, health and wellbeing, safety.

How to Apply

Applications should be submitted online via the University of Cambridge jobs page www.jobs.cam.ac.uk by clicking “Apply online” in the job advert. You will need an email address to register for our online system.

Conversations about flexible working are encouraged at the University of Cambridge. Please feel free to discuss flexibility prior to applying (using the contact information below) or at interview if your application is successful.

Informal enquiries are encouraged and can be made to **James Maas, CRM Development & Administration Manager, on** James.Maas@pace.cam.ac.uk

If you have any queries regarding the application process, please contact:

HR@pace.cam.ac.uk

The closing date for applications is Tuesday, **1st December 2026.**

Interviews are planned for Wednesday, **16th December 2026.**

