

EMD UK, Unit 14

Graylands Estate

Langhurstwood Road

Horsham

RH12 4QD

Tel: 01403 266000

**EMD UK Resource Support Requirement 11 May 2022**

Summary of requirement

EMD UK require resource support to deliver two outputs that are fundamental to the future success of the organisation.

1. A new solution for our CRM, Marketing and Sales.
2. A new website and customer portal

The two outputs will need to interact seamlessly to provide an excellent customer experience.

**If you believe you can help EMD UK, please send your CV/organisation profile and covering email explaining the relevance of your skills and experience and an indicative process, to the CEO Marcus Kingwell** [**marcus@emduk.org**](mailto:marcus@emduk.org) **along with salary/ day rate expectations/ estimated number of days.**

About EMD UK

EMD UK is the national governing body for group exercise. We are dedicated to achieving our vision of a healthier communities through group exercise by supporting instructors to be the best they can be. We work with instructors, operators and organisations across the sector to provide help, support and advice and to ensure that group exercise continues to inspire people of all ages and abilities to take part in physical activity.

EMD UK a company limited by guarantee, grant funded by Sport England and has 23 staff, 1800 paying members and 25,000 contacts on our database.

Timescales

To commence in June 2022 and complete all outputs by 31 March 2023

Background

EMD UK currently have a CRM system (CIVI CRM) and a website ([www.emduk.org](http://www.emduk.org)) with single sign on (SSO) across login and the customer portal. EMD UK have carried out a review of both systems and decided to proceed with replacing both.

A high-level market appraisal of SaaS solutions for CRM/Marketing/Sales platforms has been carried out against a high-level specification, and available budget, and EMD UK believe that there are a range of systems available that could meet their needs.

A tender for a website provider has been carried out. This process has been put on hold as it is envisaged that the new website and customer portal would be best developed alongside the new SaaS solution. There could in fact be a SaaS solution that delivers both outputs.

Requirement

EMD UK require resource support to oversee the delivery of the two outputs through to completion. This will include:

* Development of a comprehensive project plan
* Business needs analysis (current and future)
* Development of user cases
* Creation of specification
* Procurement process
* Management of development process(es)
* QA
* Transition
* Training / implementation

The resource will need to independently lead these elements. They will work alongside members of the EMD UK senior management team and report into the EMD UK CEO. The resource will need the following skill sets and experience:

* Leading on large scale, multi-faceted technical projects
* Project Management (preferably technical)
  + EMD UK use Asana
* Working with SaaS CRM/Marketing/Sales solutions
* Business needs analysis/development of specifications
* Working with non-technical team members to understand their needs
* Budget management
* Stakeholder management (in particular, managing technical development teams)
* Leading procurement processes
* Working as part of a senior leadership team
* Regular reporting of progress