

# Recruitment Pack

## KA Leisure

---

Data & CRM  
System Manager



# Welcome from Malcolm McPhail



Thank you for your interest in applying to join KA Leisure. This is a really exciting time for our organisation.

That's because after two years of significant restrictions we are well on our way to recovery.

Over the last six months we've seen unprecedented growth across our business, as vibrant new and returning venues have come back to life.

Whether it's been returning members or first-time sign ups, there's been an amazing energy at KA Leisure and so we're pushing on, relentless in our ambition to create a brilliant proposition to help people across North Ayrshire continue to get more active, more often.

And with some of the best fitness and wellbeing technology you'll find anywhere, they're embracing facilities where every penny we earn for KA Leisure is reinvented in venues, people and programmes.

There is a compelling need for a radical shift in emphasis from 'fitness' to 'wellness' supporting people to move more and engage in physical activity and sport, and to maximise the contribution leisure provides to health and wellbeing.

Our exceptional Health & Wellbeing service is playing its part as we transition from a traditional 'Leisure' service to a Community Health and Wellbeing Company. They provide an exceptional range of services to people who don't always find it easy to access regular physical activity. We intend to grow this strand of our work, to meet demand.

We're committed to making KA Leisure the best place to work, and so we've got big plans this year, including the launch of KA Health & Wellbeing, to support colleagues proactively, building help and assistance to help you find the right work-life balance. As part of this we offer free KA Leisure membership.

All of this is against the backdrop of one of the most beautiful parts of the country.

If you've got drive, enthusiasm and energy then we'd love to hear from you.

Wishing you every success.

**Malcolm McPhail**  
Interim CEO, KA Leisure

# Introducing KA Leisure

At KA Leisure we believe that everyone across North Ayrshire should have the opportunity to get more active, more often.

We manage nearly 20 facilities across the area, including leisure centres, swimming pools, an ice rink, golf courses, and community sports hubs. Many use some of the most advanced technology in health & fitness.

But it's about far more than just bricks and mortar.

Yes, we offer membership programmes for all the family, which are hugely successful, but we also create opportunities for people to get active who might find it more difficult.

This includes disabled people, minority ethnic communities, those living with long-term health conditions and people who can be vulnerable or socially isolated. Our Health & Wellbeing programme is recognised across Scotland as sector-leading.

That way we work is actually very simple. We're super agile, and incredibly nimble. We focus on solutions that deliver results.

In the coming months our focus will be on growing our organisation, continue to increase our membership after pandemic restrictions. And we're going to focus on community wellbeing, because we believe there is both demand and opportunity to help more people.





# Why work with KA Leisure?

KA Leisure is a vibrant, energetic organisation and this is a great opportunity to work with us (of course we'd say that). Every single person we employ is integral to our ambition which means any one of us can influence change, grow in their role, and build new skills.

---

Benefits include:

- Competitive salary (see job description)
- Access to a generous contributory pension scheme
- Generous annual leave allowance
- Free gym membership with reduced rates for family
- Access to the Cycle to Work Scheme



# Role Profile

Post Title: Data & CRM System Manager

Vacancy Reference: L1180

Salary: £31,430 - £39,012

Responsible to: Head of Operations and Customer Service

Hours: 37hrs

Location: Head Office, Quarry Road, Irvine

---

## Job Purpose

Manage the operation of the organisation's CRM system ensuring a customer centric approach and provide data reporting and analysis to inform management decision making and performance reporting.

Ensure data management processes comply with GDPR and organisational policies through monitoring and support. Lead organisational responses to Freedom of Information and Subject Access Requests.

---

## Key tasks and responsibilities

- Manage the organisation's CRM system and data ensuring excellent business support and performance reporting
- Extract and transform data into dashboards and reports which will inform management decision making, improvement and performance reporting, ensuring data quality and integrity
- Ensure accurate submission of statutory and corporate data returns, validating data quality and interpreting guidance on collection, collation and presentation
- Monitor and maintain Service dashboards to ensure that they operate efficiently and accurately
- Lead, manage and develop team members
- Develop and maintain guidance and procedures to ensure staff use the system reporting dashboards in a consistent and appropriate way
- Develop necessary quality assurance and management information reports for operational and strategic purposes

- Ensure data collection processes to meet information needs are developed and regularly maintained in order to provide accurate and timely reports
- Ensure data management processes comply with GDPR and organisation information policies through monitoring and support
- Ensure that appropriate records management and document control processes are in place across the organisation
- Advise and assist in relation to data sharing requirements
- Coordinate the collation and responses to individual Freedom of Information and Subject Access Requests

## Essential/desirable criteria

	Essential	Desirable	Evidence
Education and Qualifications	<p>Educated to Degree level in a business-related subject, or equivalent experience in data transformation and analysis processes</p> <p>Evidence of ongoing Continued Professional Development</p>	<p>Relevant Professional Membership</p> <p>Management qualification</p>	<p>Application Form</p> <p>Interview</p>
Experience	<p>Experience in designing, planning, and delivering transformed datasets and dashboards</p> <p>Experience of managing and developing functional processes and/or improving existing processes and procedures</p> <p>Experience of managing and developing staff teams</p> <p>Ability to demonstrate capability in the implementation of data security related policies and management of Data Protection</p> <p>Experience of working in a multi-disciplinary organisation</p>	<p>Experience of data management, analysis, interpretation and presenting information</p> <p>Experience of developing a strategic approach to service planning and delivery</p>	<p>Application Form</p> <p>References</p> <p>Interview</p>
Skills and Abilities	<p>Established analytical and problem-solving attributes with a proven ability to provide advice on navigation and interpretation of data specifications, transform raw data into datasets and dashboards</p> <p>Digital Leadership Skills to positively embrace technology to improve operational efficiency and quality</p> <p>Knowledge and understanding of outcome focused practices</p> <p>A collaborative approach to working</p> <p>Excellent organisational skills</p> <p>Good understanding of communication and effective engagement practices</p>	<p>Ability to produce and present reports at Board and Executive management level</p> <p>Ability to develop and deliver training</p> <p>Project management</p>	<p>Application Form</p> <p>References</p> <p>Interview</p>
Other	<p>Committed to continuous improvement</p> <p>Ability to recognise and maintain confidentiality</p> <p>Ability to travel throughout North Ayrshire</p>		<p>Application Form</p> <p>Interview</p>
Key Behaviours	<p>Professional focused approach</p> <p>Enthusiastic, motivated and resourceful</p> <p>Confident and presents a professional image</p> <p>Able to influence and motivate others</p>		<p>Application Form</p> <p>Interview</p>



# How to apply

Please send your CV and a covering letter to [recruitment@kaleisure.com](mailto:recruitment@kaleisure.com)

Our deadline is Friday 10 June 2022

