



The Institution of
Engineering and Technology



Creating a world of better opportunities

Job description

Senior CRM Power Platform Technical Analyst

Hybrid - Stevenage

Permanent

Grade 10

35 Hours Per Week

Reports to: CRM and Power Platform Manager

Where the role fits

This role sits within the Technology Team, which is responsible for designing, developing, and maintaining the IET's technology solutions. The team plays a vital role in ensuring that the organisation's digital infrastructure is robust, secure, and fit for purpose. This includes the development and integration of software applications, the management of data systems, and the implementation of cybersecurity measures to safeguard information assets.

Beyond day-to-day technical operations, the team works collaboratively across departments to identify opportunities for innovation, streamline business processes, and enhance user experiences through technology. Whether automating routine tasks, improving system interoperability, or supporting staff with technical issues, the Technology Team is central to enabling the IET to operate efficiently and deliver value to its members and stakeholders.

Purpose of the role

The Senior CRM Power Platform Technical Analyst is responsible for the design, delivery, and ongoing optimisation of Microsoft Dynamics 365 and Power Platform solutions across the IET. Reporting to the CRM Power Platform Manager, the role ensures the reliability, scalability, and performance of CRM and automation platforms that support critical business operations. Acting as the technical lead, the post holder will drive solution architecture, implementation, and continuous improvement across both cloud and on-premise environments. As a result, the role requires close collaboration with stakeholders to translate business requirements into robust, secure, and efficient technical solutions, while promoting best practices in system design, governance, and delivery.

In addition, the position plays a central role in enhancing process automation, improving data quality, and ensuring effective integration across systems. It also provides technical leadership to users and teams, supports platform adoption, and maintains high standards of service, performance, and support.

The Senior CRM Power Platform Technical Analyst is also responsible for identifying and implementing platform improvements, resolving complex technical issues, and advising on the effective use of emerging Dynamics 365 and Power Platform capabilities to meet evolving business needs.

Our leadership charter

Leadership is important. It helps create the culture that we need to be a success – as individuals, as teams and as an organisation. As part of our framework, we have four behaviours we specifically look for in our leaders:

- **Shares vision** – by setting a clear shared vision of success for the organisation
- **Sparks engagement** – by empowering, inspiring, and developing people
- **Skilfully executes** – by setting stretching performance expectations, reviewing progress, and holding people to account to deliver planned outcomes
- **Sustains progress** – by recognising achievement and encouraging continuous improvement and experimentation

Our five behaviours

Created by our people – for our people; our behaviours underpin much of what we do and reinforce the type of organisation we want to be. They're an integral part of how our performance is managed and how we recognise great work, and map across our learning and development offering too.

You will seek to bring our behaviours to life in all that you do:

- **Include everyone**
- **Do your very best**
- **Take full ownership**
- **Work well with others**
- **Openly communicate**

Main duties and responsibilities (not necessarily in priority order)

- Lead the design, architecture, and implementation of Microsoft Dynamics 365 and Power Platform solutions
- Act as a senior technical advisor to the CRM & Power Platform Manager, identifying opportunities for continuous improvement across both on-premises and cloud CRM environments
- Lead CRM environment management, ensuring platform reliability, performance optimisation, and effective incident support
- Provide technical leadership and direction to the Power Platform and CRM user base, setting standards and best practices
- Maintain a strong focus on delivery excellence, demonstrating organisation, attention to detail, and accountability for outcomes
- Deliver outstanding customer service by working closely with stakeholders across the organisation to translate business requirements into high-quality functional and technical solution designs
- Lead the development, support, and ongoing maintenance of Power Apps and process automations to improve efficiency and consistency across business processes
- Apply strong technical knowledge of Azure services, system integrations, APIs, and data migration approaches
- Ensure effective security, access controls, and data segregation, keeping permissions and data-sharing safeguards up to date across all users
- Collaborate closely with the Data & Insights team to ensure data quality, validation, and coverage are enforced at point of entry
- Stay informed of emerging Power Platform and Dynamics 365 capabilities, proactively recommending enhancements and innovations
- Any other duties as are reasonable as per the skill and experience of the post-holder.

The following generic responsibilities would also apply to the role. Specific responsibilities will vary depending on the department and level of seniority.

- **Deliver operational excellence:** You'll be responsible for the efficient and effective execution of day-to-day tasks and projects, ensuring they align with organisational goals.
- **Collaborate for success:** You'll work closely with colleagues across departments, fostering open communication and a collaborative environment to achieve shared objectives.
- **Support continuous improvement:** You'll actively participate in identifying areas for improvement and implementing solutions to enhance efficiency and effectiveness within your area.
- **Develop and motivate teams:** For manager roles, you'll be responsible for coaching, motivating, and facilitating the learning and development your team to achieve their full potential, fostering a positive and inclusive work environment.
- **Enhance team strengths:** You'll support your team in understanding and using their individual strengths to improve productivity and engagement, ensuring everyone can contribute effectively.

Skills and experience required

- Extensive experience delivering and implementing Microsoft Dynamics 365 solutions, including Sales, Customer Service, Marketing, Finance, Supply Chain, and the Power Platform
- Proven expertise in configuring Dynamics 365 modules, including workflows, business rules, forms, views, and dashboards
- Advanced knowledge of Microsoft Dataverse, including data modelling, security, and performance considerations
- Strong customer-centric mindset, with the ability to confidently engage stakeholders, articulate complex business processes supported by the IET's CRM systems, and propose value-adding technical solutions
- Demonstrated problem-solving capability, working independently or collaboratively within a team, with the judgement to escalate issues to third parties or management in line with agreed SLAs and when appropriate
- Experience working in an Agile delivery environment, actively contributing to Scrum ceremonies, sprint planning, and retrospectives
- Advanced proficiency in SQL and FetchXML, including performance optimisation and complex data querying
- Ensure development activities adhere to best practices for system customisation, governance, and process optimisation

- Collaborate closely with other senior developers to design and deliver integrations, extensions, and complex custom solutions
- Lead and support data migration, testing, deployment, and go-live activities, ensuring quality and stakeholder confidence
- Strong understanding of data flows and integrations between CRM systems and related platforms
- Hold Power Platform and Dynamics 365 certification, ideally PL-200 (Functional Consultant)
- Deliver assigned tasks and workstreams to agreed timescales and quality standards
- Champion best practices across the team for technical delivery, documentation, and project outcomes

The following generic skills and experiences would also apply to the role. Specific requirements may vary depending on the department and level of seniority.

- **Leadership and motivation:** Where required, experience in a role is demonstrating strong leadership, motivational abilities, and the ability to delegate effectively.
- **Collaborative communication:** You'll possess excellent written and verbal communication skills with a focus on active listening, clear communication, and building strong relationships with colleagues.
- **Strong organisational and time management:** You'll demonstrate excellent organisational skills with the ability to prioritise effectively, manage your workload to meet deadlines consistently, and ensure project deliverables are achieved on time and within budget.
- **Technical and operational expertise:** You'll possess a strong understanding of the relevant technical or operational area, coupled with a strategic mindset and problem-solving skills to identify and implement solutions to ensure smooth delivery.
- **Teamwork and independent work:** You'll be a strong team player with the ability to work independently and take initiative when required.
- **Promoting a positive and inclusive work environment:** You'll be passionate about creating a positive and inclusive work environment where diversity is celebrated, teamwork is valued, and collaboration thrives.
- **Proficiency in IT tools:** You'll be proficient in Microsoft Office applications and demonstrate a willingness to learn and use any applicable support systems, including CRMs and databases.

Document control

<i>Authorised by</i>	<i>Job Title</i>	<i>Date</i>
<i>Head of Department / Team</i>	<i>KJ, Head of Software Development, Data and CRM</i>	<i>04/2026</i>
<i>Strategic People Partner</i>	<i>JW, SPP</i>	<i>04/2026</i>

This job description is not intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.

It's the expectation that you will understand and keep up-to-date with all IET mandatory policies and appropriate training, including data protection and data handing, as well as current Health and Safety policies.