# Job description

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| **Job title** | Technical Lead – CRM & Digital Platforms | | |
| **Job number** | TBC | **Grade** | 9TP |
| **Directorate** | Change & IT | **Department** | Information Technology |
| **Reports to** | Applications Engineering Manager | **Date effective** | August 2026 |

## Purpose

To be accountable for the technical leadership, integrity, security, resilience and control environment of A2Dominion's Customer Relationship Management and digital platforms, ensuring these enterprise and customer-critical services operate effectively, remain compliant with organisational and regulatory requirements, and support high-quality customer and colleague experiences across the Group.

The role is responsible for the technical delivery, configuration, integration, support and ongoing evolution of Dynamics 365 Customer Engagement, Power Pages and associated customer-facing digital platforms. It ensures that robust engineering practices, governance controls and platform standards are in place to protect enterprise and customer data, maintain secure and reliable services, and enable the sustainable development of accessible, integrated and user-centred digital experiences.

## Key responsibilities/ deliverables

1. Own the technical delivery and technical integrity of Dynamics 365 Customer Engagement, Power Pages and associated digital platforms, ensuring enterprise and customer-critical solutions are stable, secure, performant, accessible and maintainable.
2. Act as the principal technical authority for CRM and digital platforms within the Business Applications function, providing expert direction on platform engineering, configuration, development, technical standards and long-term evolution.
3. Lead the development, configuration and optimisation of Dynamics 365 Customer Engagement capabilities, ensuring solutions meet agreed business and customer needs while adhering to enterprise architecture, security requirements and platform best practice.

4. Lead the technical design, development and ongoing management of Power Pages and associated customer-facing digital platforms, ensuring consistent, accessible, responsive and secure experiences across supported channels and devices.
5. Provide expert third-line technical support for CRM and digital platforms, taking ownership of complex and high-impact incidents, leading root-cause analysis and delivering robust, sustainable resolutions that protect customer services and data integrity.
6. Maintain clear technical ownership of integrations at the CRM and digital platform endpoints, ensuring interfaces, APIs, connectors and data flows are reliable, secure, scalable, monitored and appropriately documented.
7. Work with Solution Architects and the Technical Lead responsible for enterprise integration services to ensure CRM and digital platforms conform to approved integration patterns, architectural standards and cross-platform design decisions.
8. Ensure strong governance and control across CRM and digital platforms, including environment strategy, data management, identity and access, configuration standards, lifecycle management and segregation of duties.
9. Oversee release and environment management for CRM and platforms, including patches, upgrades and deployment across environments, ensuring changes are controlled, tested and introduced in a way that minimises operational, customer and data risk.
10. Lead the management of source control, pipelines and DevOps processes for CRM and platforms, enabling disciplined, repeatable and auditable delivery into production environments.
11. Ensure solutions, configurations and codebases are effectively governed and maintained, with current technical documentation, reusable components and clear ownership of integrations, dependencies, customisations and technical debt.
12. Provide technical leadership for the effective use of customer and operational data within CRM and platforms, working with Data Governance, Cyber Security and Architecture colleagues to maintain appropriate controls over data quality, privacy, retention and security.
13. Work closely with Product Owners and Digital & Innovation teams, providing authoritative technical input into product roadmaps, assessing technical feasibility and identifying opportunities to improve customer experience, service accessibility and operational effectiveness.
14. Translate approved solution designs and product requirements into robust technical designs and delivery approaches, maintaining clear boundaries between product ownership, solution architecture and specialist engineering accountability.
15. Support service transition into business as usual, ensuring new and changed CRM and digital platforms are introduced with appropriate documentation, support models, monitoring, controls and operational readiness.

16. Participate in technical and change governance processes, providing oversight, challenge and assurance for changes affecting CRM and digital platform environments and ensuring that risks, impacts and dependencies are properly understood and managed.
17. Work with Microsoft, implementation partners and third-party suppliers, providing technical oversight and ensuring externally delivered development and support services meet required standards for quality, accessibility, security, integration and maintainability.
18. Drive continuous improvement across CRM and digital platforms, reducing avoidable complexity and technical debt while improving user experience, platform performance, data quality, service resilience and the efficiency of technical delivery.

## Line management

**Direct Reports**

- None

**Indirect Reports**

- CRM engineers, developers and configuration specialists
- Power Pages and digital platform development resources
- DevOps and release-management resources
- Third-party developers, implementation partners and technical specialists

## Key internal contacts

- Applications Engineering Manager
- Head of Business Applications
- Product Owners, Digital & Innovation
- Enterprise Architect and Solution Architects
- Technical Lead – Power Platform, Automation & AI
- Other Business Applications Technical Leads
- Applications Support and Service Transition teams
- Data Governance, IT Operations and Cyber Security teams
- Customer Experience, Communications and operational service teams

## Key external contacts

- Microsoft and associated technology partners
- Dynamics 365 Customer Engagement and Power Pages suppliers and independent software vendors
- Digital experience, accessibility and development partners
- Systems integrators and managed service providers

## Operating environment/dimensions

- Operates across enterprise CRM and customer-facing digital platforms, including Dynamics 365 Customer Engagement, Power Pages and associated capabilities supporting customer contact, case management, operational delivery and digital self-service across the Group.
- Accountable for the technical integrity, resilience, security and control environment of CRM and digital platforms, including the management of risks relating to customer data, privacy, accessibility, service availability, system performance and uncontrolled technical change.
- Acts as the key technical authority for CRM and digital platforms within the Business Applications function, influencing technical standards, engineering approaches, governance frameworks, supplier delivery and investment decisions.
- Works across both live-service operations and transformation delivery, balancing responsibility for service stability, incident resolution and platform maintenance with the introduction of new customer-facing capability and continuous improvement.
- Operates within a shared Microsoft technology ecosystem and works closely with the Technical Lead responsible for Power Platform, automation and AI to agree clear ownership of shared Dataverse, environment, governance and application components.
- Works within enterprise architecture and integration frameworks, retaining accountability for CRM and digital platform endpoints while collaborating with Solution Architects and the designated integration lead on end-to-end patterns, shared services and cross-platform integrity.
- Provides technical oversight of internal and externally supplied engineering capacity, ensuring delivery aligns with A2Dominion's architectural, security, accessibility, data and service-management requirements.

| **Qualifications and training** | **Essential** | **Desirable** |
|---|---|---|
| Degree or equivalent professional experience in IT, software engineering or a related discipline | Y | |
| Relevant Microsoft certification in Dynamics 365 Customer Engagement or Power Platform | Y | |
| Microsoft certification relating to Power Pages, solution architecture or application development | | Y |
| Experience with DevOps, source control and automation tooling | | Y |
| Accessibility, inclusive design or user-experience training | | Y |
| ITIL or service management qualifications | | Y |
| **Knowledge and skills** | | |
| Strong experience in the technical design, development, configuration and support of Dynamics 365 Customer Engagement | Y | |

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| Proven experience developing, configuring and supporting Power Pages and comparable enterprise customer-facing portal services | Y | |
| Strong understanding of Dataverse, including security models, data structures, solution management and application lifecycle considerations | Y | |
| Experience designing, delivering and supporting CRM endpoint integrations across enterprise systems | Y | |
| Strong knowledge of DevOps, source control, release pipelines, environment management and controlled deployment practices | Y | |
| Proven ability to lead complex technical incident investigation, root-cause analysis and sustainable problem resolution | Y | |
| Strong understanding of customer data, privacy, security, accessibility and governance requirements within enterprise CRM and digital platforms | Y | |
| Experience assuring custom development, extensions, plug-ins, connectors and externally delivered technical components | Y | |
| Ability to translate solution designs and product requirements into secure, supportable and maintainable technical solutions | Y | |
| Excellent stakeholder-management and communication skills, with the ability to work across product, architecture, engineering, operational and supplier teams | Y | |
| Understanding of Microsoft Power Platform capabilities and their relationship with Dynamics 365, Power Pages, Dataverse, automation and AI services | Y | |
| Experience of customer self-service, digital engagement, case-management or comparable customer-facing solutions | | Y |
| **Behaviours for success** | | |
| *Refer to the Behavioural Framework and Guidelines on the Hub and for each behaviour, provide example(s) of how the behaviour needs to be demonstrated in order to be successful in the job.* | | |
| **Caring by Nature**<br>*Ensures CRM and digital platforms are reliable, secure, accessible and appropriately governed so that customers and colleagues receive consistent, inclusive and trusted services and their data is managed responsibly.* | | |
| **Working Better Together**<br>*Collaborates effectively with Product Owners, architects, engineering teams, operational colleagues and suppliers to deliver integrated, well-governed CRM and digital platforms that meet customer and organisational needs.* | | |
| **Thinking for Tomorrow** | | |

*Drives the sustainable evolution of CRM and digital platforms, improving engineering maturity, accessibility, reuse and resilience while ensuring platforms remain adaptable to future customer, organisational and technological requirements.*

This job description outlines the main responsibilities and requirements of the job. Colleagues are expected to comply with reasonable management requests to carry out additional or alternative duties.

*Do not delete this statement – a certain amount of flexibility is necessary as the organisation evolves. If you are uncertain about whether any changes are significant enough to create a "new" job – consult your People Business Partner or Adviser.*