

JOB DESCRIPTION

Job Title	Technical Lead, CRM (Aware to Admit)		
Reports to	Head of Application Development and Support		
Department	Technology		
Job Family	Business Services	Level	4

About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and custom executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

The LBS Technology department is responsible for delivering and supporting all digital technology solutions required for the effective running of London Business School.

We provide specialist capability in Service Delivery, Software Development, Digital Solutions Delivery, Teaching and Learning Technology, Platform Integration, Data Management, Cyber Security, Project Delivery, Business Change and Enterprise Architecture.

Job Purpose

The CRM (Salesforce) Technical Lead is the delivery focused technical authority across LBS's Salesforce implementation, ensuring designs, integrations and build activities align to the architectural guardrails and patterns defined by the Lead Solution Architects, and that the solution remains simple, secure and supportable.

Works in close partnership with the Lead Solution Architect, Data Lead and offshore delivery team, the postholder reviews and challenges designs, oversees technical delivery quality, and ensures robust documentation and knowledge transfer.

Acts as the Delivery Technical Authority, the postholder provides day to day technical guidance, validates that solution designs adhere to approved architectural guardrails,

and escalates any architecture specific concerns, decisions or exceptions to the Lead Solution Architect.

Collaborates closely with the Product Owner, Project Management, Change Management Team, Delivery Teams, and Support Teams to ensure a seamless transition to BAU, including service onboarding, operational acceptance, and knowledge transfer sufficient to reduce post go-live reliance on project SMEs or partners

The postholder also provides oversight to the Test Manager and contributes to the School's test strategy, ensuring appropriate risk based test coverage, environment readiness and traceability from requirements to test outcomes.

During the programme, the role is primarily focused on ensuring Salesforce implementation quality, sound technical decision making, and a smooth transition into BAU. As the CRM capability matures, the role may evolve to contribute to the School's broader CRM roadmap, supporting platform stewardship, design assurance, and the continued development of internal capability.

Key Areas of accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Architecture & Technical Stewardship

- Acts as the implementation technical authority responsible for translating Solution Architecture into implementable designs and ensuring build teams follow architectural guardrails and Salesforce best practices
- Provide technical leadership across Salesforce products, balancing out-of-the-box capability with customisation to minimise technical debt and long-term cost.
- Reviews and challenges technical designs to ensure feasibility, supportability and alignment to the approved architecture, escalating architecturally significant decisions or concerns to the Lead Solution Architect as appropriate.
- Maintain a clear understanding of Salesforce platform constraints and opportunities, informing technical decisions that support the CRM Product Owner as well as product roadmap and customer experience vision.
- Proactively identify platform risks, limitations and dependencies, recommending mitigations and improvements.

Implementation Oversight & Vendor Partnership

- Alongside the Data Lead and Lead Solution Architect, act as a senior client-side technical counterpart to the LBS implementation partner throughout development and transition to BAU.
- Review, challenge and assure Salesforce designs and delivery approaches to ensure they meet organisational standards, integration requirements and long-term supportability.
- Ensure effective knowledge transfer from the implementation partner to internal teams, reducing dependency on external partners post go-live.
- Support the Product Owner by providing clear technical advice on feasibility, trade-offs and sequencing of CRM use cases.

- Assures the solution is deliverable within known constraints, existing School systems, and operational realities. Identify technical delivery risks early and help shapes pragmatic, sustainable technical decisions.

BAU Enablement & Capability Building

- Leads the technical aspects of operational readiness, ensuring the platform, support model, runbooks, SLAs, and monitoring are established prior to go-live and that BAU teams can operate the platform from day one.
- Support the upskilling of the internal technical teams including application support team, IT Support Team and IT platform management team to enable confident ownership of day-to-day Salesforce administration and incident management.
- Define and maintain standards, documentation and playbooks for Salesforce configuration, release management and support.
- Build internal capability and resilience to ensure Salesforce can be safely evolved without reliance on specialist consultants.

Governance, Quality & Risk Management

- Embed technical governance and quality assurance across Salesforce configuration, integrations and enhancements.
- Support compliance with organisational policies, data protection, privacy, security and ethical standards through established governance processes.
- Partner with Cyber Security, Data and Technology teams to proactively manage platform risk, access control and data integrity.
- Assures all new CRM support processes adhere to LBS Enterprise Service Management standards, including incident, request, problem, and change processes, service level definitions, and knowledge management practices.

Collaboration & Technical Leadership

- Work collaboratively with the Aware to Admit core project team to ensure technical decisions support business outcomes.
- Act as a bridge between Salesforce technical specialists, enterprise technology teams and non-technical stakeholders.
- Provide technical leadership and mentorship across the product and support teams, fostering a culture of learning, quality and continuous improvement.
- Contribute to cross-functional forums to ensure Salesforce decisions align with wider organisational priorities, across all LBS Businesses (EE, DE, LBS Online)

KPIs for the CRM (Salesforce) Technical Lead

- High quality technical assurance with low levels of rework or post release defect trends attributable to technical implementation
- Evidence of strong knowledge transfer and reduced dependency on implementation partner post go-live.
- Effective technical readiness for SIT, UAT, cutover and BAU transition.
- Adherence to architectural guardrails, governance frameworks, and operational acceptance criteria.
- Positive feedback from Product Owner, Technology teams and delivery partners on quality of technical leadership and decision-making
- Adherence to ESM processes and quality of operational documentation.

Knowledge/Qualifications/Skills/Experience required

- **Salesforce Platform Expertise:** Deep hands on experience with Salesforce (e.g. Sales Cloud, Service Cloud, Experience Cloud), including configuration, Flow, data model design, security model (profiles/permission sets), integration patterns, and oversight of custom code where necessary.
- **Architecture and Integration:** Good understanding of enterprise architecture with practical experience aligning Salesforce with integration platforms (API Management, Functions, eventing, data pipelines), including error handling, observability and performance considerations.
- **Data Migration and Data Architecture:** Proven experience defining migration strategy, data mapping, data quality and reconciliation approaches; understanding of data governance, privacy and retention in line with GDPR.
- **Environment and Release Management:** Experience establishing environment strategies, branching/deployment approaches, versioning, back-out planning and release readiness criteria.
- **Testing Leadership:** Ability to oversee a Test Manager and contribute to test strategy, including risk based coverage, test data management, automation opportunities, and alignment of SIT, UAT and performance testing to acceptance criteria.
- **Change Enablement and Training:** Experience designing training strategies and material frameworks for business users; capability uplift for application support, including SLAs, runbooks and knowledge base creation.
- **Agile Delivery:** Comfortable working in agile (Scrum) with clear collaboration practices with Product Owner and delivery teams; able to translate user needs into sustainable technical approaches.
- **Communication and Influence:** Excellent written and verbal communication skills; able to explain complex technical topics to non-technical audiences and build consensus across stakeholders.
- **Judgement and Simplification:** Strong ability to make pragmatic decisions, favour configuration over customisation, manage technical debt and protect long term maintainability and cost.

Desirable

- Salesforce certifications (Admin, Advanced Admin, Platform App Builder; Architect path advantageous).
- Experience in higher education or similarly governed environments.
- Exposure to test automation frameworks

Resources including team management
N/A

Staff	N/A
Budgets	N/A
Date Updated	February 2026