

# University of Greenwich

## JOB DESCRIPTION

<b>Job Title:</b>	Marketing and CRM Assistant	<b>Grade:</b>	SP2
<b>Department:</b>	Marketing	<b>Date of Job Evaluation:</b>	November 2016
<b>Role reports to:</b>	Marketing Analyst		
<b>Direct Reports</b>	Head of Marketing		
<b>Indirect Reports:</b>	Marketing Team		
<b>Other Key contacts:</b>			

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

### PURPOSE OF ROLE:

To assist the Marketing Team with data processing and use of the Customer Relationship Management (CRM) system to deliver main cycle emails and website analytics. In particular helping with the data set up and testing processes for email sends and creating Google Analytics reports.

### KEY ACCOUNTABILITIES:

#### Team Specific:

- Manipulating, maintaining and updating data sets within the University's CRM system, excel spreadsheets and the current email service provider to ensure recruitment marketing emails are set up and sent out correctly.
- Creating emails using template designs within the university's email service provider and new CRM system.
- Collating content provided by internal stakeholders and from researching the university website to use in email campaigns.
- Resizing images to correctly fit within the email templates and adding them into the image library.
- Reporting on email campaigns.
- Using Google Analytics to run reports, create dashboards and support teams across the university to monitor their web pages.
- Gaining a good knowledge of the brand guidelines and ensuring all customer facing content abides by them.
- Generic: Managing self
- To work in a flexible manner
- Good attention to detail
- Ability to work and contribute to the Marketing Team
- Ability to work on own initiative without supervision
- Ability to work accurately under pressure

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### Core Requirements

- Adhere to and promote the University's Equality and Diversity policies and information security.
- Ensure compliance with Health & Safety regulations
- Support and promote the University's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible
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### KEY RELATIONSHIPS (Internal & External):

- Marketing Analyst
- Head of Marketing
- Office Manager
- Marketing Team
- Faculty Marketing Teams
- Enquiry Unit
- International Office
- Web Team
- ILS

### PERSON SPECIFICATION

Essential	Desirable
<p><b>Skills</b></p> <ul style="list-style-type: none"><li>• Good knowledge of Excel</li><li>• Basic knowledge of Word and Outlook</li><li>• Content writing skills</li><li>• Attention to detail</li><li>• Communication skills</li><li>• Able to work without close supervision</li></ul> <p><b>Experience</b></p> <ul style="list-style-type: none"><li>• Working with Excel spreadsheets and data</li><li>• Past experience in an office environment</li><li>• Working as part of a team</li></ul>	<p><b>Skills</b></p> <ul style="list-style-type: none"><li>• Ability to analyse data</li><li>• Ability to use Photoshop</li><li>• Research skills</li></ul> <p><b>Experience</b></p> <ul style="list-style-type: none"><li>• Some knowledge of News weaver or similar Email Service Provider</li><li>• Microsoft Dynamics or similar CRM knowledge</li></ul>