

JOB DESCRIPTION

Job Title:	Senior CRM Officer	Grade:	SG6
Department:	Communications and Recruitment	Date of Job Evaluation:	July 2019
Role reports to:	CRM Specialist		
Direct Reports	None		
Indirect Reports:	None		
Other Key contacts:			
<p>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.</p>			

PURPOSE OF ROLE: The Senior CRM Officer works within the Communications and Recruitment Directorate and, working alongside the CRM Specialist, Senior CRM Officer and CRM Officer, is responsible for planning, executing and reporting on CRM activity to drive recruitment targets using high quality targeted communications through the MS Dynamics, the University's CRM tool.

- The role holder will provide strategic and operational support to ensure that our prospective students are supported throughout the process of enquiring, applying and ultimately joining the University of Greenwich
- The role holder will be responsible for managing the prospect CRM database and ensure data integrity through appropriate use of the CRM and associated university systems, as well as ensuring that all CRM activity is GDPR compliant
- The role holder will be responsible for creating and updating data marketing lists based on complex audience criteria
- The role holder will work with UK Student Recruitment, the International Office & Faculties to ensure that the database of prospective students is grown through high quality data capture initiatives at all relevant touchpoints
- The role holder will be responsible for creative development of email templates including copy and imagery to ensure all communications are engaging and effective for all audiences
- The role holder will liaise with Faculty Marketing Leads and other stakeholders across the university to understand their recruitment objectives and translate that into clear and actionable CRM plans
- The role holder will execute CRM campaigns to support recruitment workstreams, ensuring prospective students and applicants receive effective communications at all key stages of the recruitment cycle

- The role will support brand guardianship, championing and following guidelines in all areas of work
- The role holder will be responsible for ensuring the central tracking and evaluation of campaigns, making recommendations for optimisation based on the results
- The role holder will provide second line support to help resolve any escalated CRM queries
- The role holder will provide training for any CRM users, where appropriate

KEY ACCOUNTABILITIES:**Team Specific:**

- Support the development and delivery of the University's recruitment communications plan with respect to its effective operation through the CRM system.
- Provide technical support for all CRM users, managing support calls in order of urgency and escalating calls where necessary
- Coordinate content for the communications plan with other teams in the Communications & Recruitment Directorate, other Directorates and the Faculties.
- Contribute to the synthesis of all the brand elements (messaging, insights from marketing team and audiences) to ensure brand compliance
- Ensure communications delivered through CRM processes are crafted in an engaging and informative way and are appropriate to the target audience
- Contribute to a university-wide support and governance network to ensure that the recruitment communications strategy remains current, meets the needs of all stakeholders and is consistently deployed across the institution
- Provide advocacy and training to new CRM users and ensure that refresher training is routinely provided to all relevant stakeholders as processes and systems solutions mature
- Ensure brand compliance while giving the University a visual brand personality.
- Build and maintain strong and effective relationships with stakeholders and other CRM users across the university.

Generic:

- Be able to demonstrate extensive understanding of CRM systems
- Demonstrate technical ability to develop content and communication within the CRM system
- Responsible for producing effective, high impact copy
- Be able to demonstrate effective and productive relationship management

skills with customers/stakeholders across the institution's community

- Must be able to demonstrate effective presentation skills
- Fully understand and comply with all relevant University computer, data and information policies and associated legislation. Specifically, be aware of the importance of the requirements of GDPR and CMA compliance within the context of personal communications.
- Able to contribute to the content strategy and objectives for the CRM system
- Ability to gather and effectively analyse data to support and direct content and communications deployed through the CRM system

Managing Self:

- Maintain a professional approach at all times
- Manage work effectively and deliver under pressure
- Work with other staff effectively to maximise performance and outputs

Core Requirements:

- Commitment to key strategic priorities of the Directorate and the University
- Any reasonable work-related request asked of the role holder by management
- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security;
- Ensure compliance with Health & Safety and Data Protection Legislation;
- 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.

Additional Requirements:

Undertake any other duties as requested by the CRM Specialist, Senior Digital Marketing Manager or their line manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that Directorate of Communications and Recruitment delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Maximise the Universities impact around recruitment activities
- Increase conversion rate of student applicants to registered students
- Raise brand awareness
- Raise student engagement and satisfaction
- Raise stakeholder engagement and the value of the department to the institution and its audience

KEY RELATIONSHIPS (Internal & External):

- CRM Specialist, Senior CRM Officer and CRM Officer
- Senior Digital Marketing Manager
- Marketing and recruitment officers in the faculties
- Other departments within the Communications and Recruitment Directorate
- Relevant IT development and support staff

PERSON SPECIFICATION

Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Experience of using data segmentation and testing strategies to optimise communications • Demonstrates understanding of key data principles including database structure, automation, data structures & logic • Experience of managing and manipulating large data sets using excel • Experience of building complex data queries to build segmented audience lists • Experience of delivering high volume multi-channel CRM campaigns • Experience of creating tailored marketing messages to different audiences 	<p>Experience</p> <ul style="list-style-type: none"> • Experience of utilising CRM systems in an HE environment. • Experience of working with Microsoft Dynamics CRM / ClickDimensions / Twilio • Experience of working with events software such as Gecko • Knowledge of HTML/CSS

- Experience producing reporting and analysis of CRM activity
- Understanding of relevant standards and compliance requirements e.g. accessibility, usability, CMA compliance

Skills

- Ability to collaborate effectively with a wide range of colleagues and other stakeholders
- Excellent communication and interpersonal skills
- Understand technical concepts and be able to communicate effectively with core technical staff
- Analytical skills and data-driven thinking
- Customer focused
- Ability to work on own initiative and as a member of a team
- Ability to adapt to change

Qualifications

- Bachelor's Degree

Personal attributes

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity