

JOB DESCRIPTION

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|--|---------------------------------------|--------------------------------|------------------|
| Job Title: | CRM Officer | Grade: | SG5 |
| 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 CRM Officer works within the Communications and Recruitment Directorate and, working alongside the CRM Specialist and Senior CRM Officers, will be responsible for supporting planning, implementation and reporting on CRM activity to drive recruitment targets using high quality targeted communications through MS Dynamics, the University's CRM tool.

- The role holder will provide administrative and operational CRM 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 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 updating data marketing lists to be used for broadcast
- The role holder will support all areas of the university responsible for data capture and ensure that prospect and applicant data is updated within the CRM system
- The role holder will be responsible for creation and broadcast of multi-channel marketing communications, predominantly through email and SMS
- The role holder will be responsible for maintaining the email image library
- The role will be responsible for the central tracking and evaluation of campaigns against objectives and KPIs, assisting with testing and interpretation as required
- The role will provide first level CRM support to users with user queries from across the university
- The role will support brand guardianship, championing and following guidelines in all areas of work
- The role holder will be responsible for monitoring and reporting on competitor activity

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
- Support Senior CRM Officers with content creation for the communications plan
- 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.
- Build and maintain strong and effective relationships with CRM users across the university

Generic:

- Be able to demonstrate an understanding of CRM systems
- Demonstrate ability to work with technical systems within a marketing role
- Responsible for supporting the Senior CRM Officers in the production of effective, high impact copy
- Must be able to demonstrate effective presentation skills
- Must be comfortable managing effective working relationships with a range of stakeholders across the university
- 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 the GDPR and CMA compliance within the context of personal communications

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 and Senior CRM Officers
- 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 |
| Experience | Experience |

- Experience of using broadcast email/SMS systems
- Experience of managing and manipulating large sets of data using excel
- Experience of building marketing database lists within a CRM system
- Knowledge of key CRM and data management principles
- Experience of producing marketing copy and supporting messages to different audiences
- Experience of producing marketing reports
- Awareness of relevant standards and compliance requirements e.g. accessibility, usability, CMA compliance

Skills

- Analytical skills and data-driven thinking
- Attention to detail - making sure communications are accurate, effective and timely
- Excellent communication and interpersonal skills
- Well-developed writing skills and strong technology skills including CRM, CMS, Word, Excel and social media
- Organised, able to multi-task and work to deadlines.
- Customer focused
- Ability to work on own initiative with team spirit and a commitment to working with others
- 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

- Experience of working with Microsoft Dynamics CRM / ClickDimensions / Twilio
- Experience of working in an HE environment

Skills

- Basic photoshop and/or indesign

Qualifications

Personal attributes

- N/A

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