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| **Job Title** | CRM Centre of Expertise Manager |
| **School / Service** | External Relations Directorate |
| **Grade and Salary Range** | G |
| **Location and Hybrid working status** | Docklands Campus |
| **Reporting to** | Senior CRM Channel Manager |
| **Responsible for** | CRM Data Specialists x2, CRM COE Officers x3, matrix management of CRM Digital Trainer |
| **Liaison with** | Staff and external organisations as required |
| **Contract type** | Permanent, full time |

Build your career, follow your passion, be inspired by our environment of success **#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking 10-year Vision 2028 strategic plan, orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**THE DEPARTMENT**

We have built an External Relations Directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of several teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Design and Digital, Events and Advancement and the International Office.

We are looking for team members who will be part of embedding an innovative practice and a digital first mindset within our External Relations Directorate. We seek individuals who not only enjoy working in an agile environment but also demonstrate a willingness to embrace new technology and transformational change. Together, we aim to cultivate a culture of 'continuous new', staying updated with emerging technologies and best practice across the sector.

UEL’s CRM (Dynamics 365) delivers end to end communications and customer service across the student journey, from initial enquiry to alumni membership. Launched in 2020, the project has 30 varied teams using the system and as users’ understanding and experience has grown, a backlog of improvements, data fixes and training needs have been identified. Sitting within External Relations’ Change & Transformation team, the CRM COE Support Team works closely with Business Users across the institution, the Project Team and IT technical specialists, to ensure the system’s potential is fully unlocked and CRM use flourishes at UEL.

**JOB PURPOSE**

The CRM COE Manager will line manage the newly formed CRM Centre of Expertise Support Team and coordinate CRM work with other Dynamics specialist roles in IT Services. This role is responsible for the unlocking of live Dynamics 365 functionality to positively impact users’ CRM experience and ultimately improve communications with students.

The CRM COE Manager will lead their team to deliver on three key workstreams: CRM data management, unlocking existing functionality and driving embeddedness. Work will include prioritisation of user support requests, managing the delivery and deployment of requirements, working with various business stakeholders to maintain correct data streams within the system, supporting the Senior CRM Channel Manager with development and implementation of CRM Strategy, attendance and participation at CRM Network meetings, supporting delivery of project workstreams from the CRM Project Team and the creation and implementation of training material alongside the Digital Adoption Team.

The role holder will develop and put in place robust working practices for the COE, protect the organisation from risk, and support the delivery of successful business change. They will work closely with IT Services and the CRM Project Team to ensure changes are deployed correctly and environments remain aligned and work closely with Business Users to ensure stakeholder journeys are embedded in CRM. The outcomes from these new working practises will act as an enabler to improve the digital capabilities of staff and students across the organisation as part of the Digital First Transformation Programme.

**KEY DUTIES AND RESPONSIBILITIES**

* For each workstream, facilitate the completion of designs and plan to ensure objectives are clearly understood and agreed with all affected parties, any costs are understood and accounted for by relevant budget holders and staff utilisation and alignment to corporate objectives is agreed.
* Maintain a competent, skilled, and up-to-date knowledge of Dynamics 365 and related software (including Dynamics Customer Service App, Dynamics Marketing App, Dynamics Events App, Power BI, GeckoEngage Forms and Events, SMS messaging, WhatsApp messaging, Power Virtual Agent chat functionality, Data8 deduplication and Kingsway Soft data management).
* Understand the Student Journey and the use of CRM in a HE environment.
* Produce clear, written documents that can be easily understood by a variety of users and decision makers with various level of understanding.
* Share knowledge and experience of process optimisation, data and insights with users across the university.
* Identify key stakeholders in the university and build strong relationships to acquire knowledge and understanding; gain support and co-operation, building trust and contributing towards improved relationships across the organisation.
* Assist the business in identifying benefits to be achieved from the changes they have requested, establishing ownership and responsibility within the business for ensuring achievement of the benefits.
* Present complex information to a diverse range of stakeholders of various seniorities and differing knowledge sets. Tailor the presentation approach to ensure the intended message is received and understood, to facilitate informed decision making.
* Ensure that technical designs are appropriately validated against existing university services, infrastructure, and strategy and that the teams involved in supporting these services are engaged early on to ensure adequate design, testing and support.
* Ensure that data protection, system security and accessibility guidance is assessed and built into the design.
* Enable the smooth transition of project work into business as usual.
* Provide training and support to IT support colleagues or business users where required.
* Work in accordance with UEL policies, including our Equality and Diversity and Data Protection policies.

**Other**

* Ability to function in an autonomous fashion regarding the day-to-day running of the COE within agreed tolerances.
* Strong leadership and team management skills and experience of operating within a Matrix Management Model. Lead on activities across functional teams. Provide induction, pastoral care, and support to team members where required.
* Engage in personal continuing professional development, keeping in touch with impending changes in the law and best practice, both within the High Education sector and externally.
* Undertake any other reasonable duties as defined by the Senior CRM Channel Manager and other senior managers within the COE.

**PERSON SPECIFICATION**

**KNOWLEDGE, SKILLS AND EXPERIENCE**

**Essential**

* Demonstrable experience of managing the satisfactory delivery of a CRM project or BAU workstreams, balancing the relationships of both customer and supplier, identifying and understanding their requirements and communicating this to all parties to ensure successful delivery
* Must be able to demonstrate substantial experience of team management, describing how these are kept on target, and how issues affecting successful delivery are mitigated
* Ability to manage expectations of multiple internal stakeholders
* Proven ability to convert information into actionable insights
* Knowledge and experience of process optimisation, data and insights. Understanding systems and processes at a high level to communicate to others

**Desirable**

* Experience of delivering Dynamics solutions in test and live environments
* Knowledge and understanding of working within or managing Centre of Excellence operations
* Previous relevant experience of working in a UK HE Institution or similar environment
* Demonstrable experience of managing CRM and customer service, either client or agency side

**COMPETENCIES REQUIRED**

* Experience of planning, prioritising, and organising both yourself and all resources within the team to deliver multiple workstreams simultaneously and at different stages of the project lifecycle
* Experience of managing external suppliers and ability to balance cost and expertise against internal resource
* Ability to create informative and useful documentation in line with a PMO templates and governance framework
* Excellent written and verbal presentation and communication skills to provide useful updates on workstream progress, issues, and risks
* Experience of using initiative and creativity to resolve problems, identifying practical and suitable solutions
* Ability to lead a team providing clear direction and motivation as required to keep workloads on track
* Ability to own all assigned workstreams, holding internal and external members of the team to account, to deliver in line with the agreed time, cost, and quality tolerances
* Commitment to, and understanding of, equal opportunity issues within a diverse and multi-cultural environment
* Commitment to building and ensuring a good reputation for UEL in all aspects of External Relations’ business with both internal and external clients

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

**Essential**

* Advanced MS Dynamics CRM skills for Sales, Service and Marketing Apps
* Advanced MS o365 skills (Teams, SharePoint, Visio, Outlook, Word, Excel etc)

**Desirable**

* Degree or higher qualification or professional qualification
* Dynamics certification
* Substantive experience with Microsoft Dynamics 365
* Experience building MS Power BI reports

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

So, if you’d like to take your career to the next level with us here at the University of East London and are passionate about our environment and commit to success, we want you to apply today!