

# JOB DESCRIPTION

**Job Title:** CRM and Conversion Manager

**Service:** External Relations

# Grade: F

**Campus:** Docklands

**Responsible to:** Head of UK Student Recruitment & Conversion

**Responsible for:** 3 x CRM and Conversion Officers, 1 x CRM and Data Support Specialist

# Never Not Moving Forward

Build your career, follow your passion, be inspired by our environment of success.

#BeTheChange

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London has commenced Year 3 of its transformational 10-year Vision 2028 strategic plan led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international Universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive, and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

# 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 a number of 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 to our external relations directorate and enjoy working in an agile environment as we work towards a culture of the ‘continuous new’.

# JOB PURPOSE

The UK CRM and Conversion team is a vital resource within the university’s External Relations Directorate. It was created to maximise student recruitment and conversion from initial enquiry through to enrolment, by delivering customer-centric engagement plans to create a truly personalised recruitment journey. The role holder will manage and develop the team to achieve this goal through the continued evolution of targeted outbound communications between the university and prospective students and their influencers, through growing our annual conversion campaign, and through the growth of our inbound enquiry management. They will lead on tracking the success of activity by measuring shifts in key metrics.

The role holder will work closely with the Directorate’s Senior CRM Channel Manager as well as colleagues across External Relations. They will also be required to develop close working relationships with colleagues outside the service. Working together, the role holder will work to influence a more customer-centric and externally oriented view across the university.

# MAIN DUTIES AND RESPONSIBILITIES

* To lead work with colleagues in External Relations on the development of customer- centric CRM nurture and conversion communication plans for each stage of the journey (enquirer, applicant, offer holder), including content curation, segment build and testing, in line with business objectives.
* To lead on the annual creation and rollout of a muti-touchpoint conversion strategy, with a key focus on segmentation and audience personalisation, nurturing our offer holders to acceptances and enrolments.
* To advise, support and train the wider UK Recruitment Team in CRM activity, with a focus on delivering an enhanced level of inbound enquiry management and outbound calling activity through the Applicant Relations function.
* To be the key advisor on the development, management and configuration of the university’s CRM and Marketing Automation systems (currently Microsoft Dynamics CRM, MS Marketing, MS Events, Txt Sync and Gecko) for the UK Recruitment and Conversion Team, working in close partnership with the Senior CRM Channel Manager, IT Services and external suppliers as required.
* To manage, train and develop the UK Recruitment CRM and Conversion team, ensuring staff follow best practice for all communications, data maintenance tasks and reporting activity. To lead on user acceptance testing for change requests and upgrades to the CRM and related systems.
* To lead on the development, implementation and optimisation of the CRM and Conversion plan for Clearing.
* To work with the Senior CRM Channel Manager to define and implement the CRM Strategy within ERD, in line with the university’s Digital First Transformation Project.
* To act as the UK Recruitment and Marketing teams’ expert in CRM, marketing automation and related technologies providing specialist advice to colleagues within their team across all aspects of CRM.
* To take active engagement in the CRM support and governance network and work collaboratively with other CRM Super Users within the Directorate, to coordinate campaign activity, innovate and share good practice.
* To conduct regular monitoring to meet the university’s strategic objectives and targets. To meet/exceed agreed service standards internally and externally as set out in the CRM and Conversion team Service Level Agreement.
* To stay abreast of developments within the HE sector and of CRM and marketing automation best practice and technologies.
* To work with the Market Insight and Research Manager and the Senior CRM Channel Manager to develop and evaluate evidence-based CRM and Conversion plans, measure customer satisfaction and determine preferences and to integrate the use of propensity and engagement modelling to maximise the effectiveness of campaigns and allocation of resources.
* Work in accordance with UEL policies, including our Equality and Diversity and Data Protection policies.
* To undertake other duties as required by the Head of UK Student Recruitment and Conversion.

# PERSON SPECIFICATION

**QUALIFICATIONS & EXPERIENCE**

**Essential Criteria:**

* Educated to degree level and/or professional qualification in, and/or substantial practical knowledge of, marketing, customer relationship management, customer service, or related discipline **(C/A)**
* Substantial experience managing CRM and customer service function, either client or agency side, preferably, within Higher Education **(A/I/P)**
* Experience of developing, delivering, evaluating, and optimising multi-channel segmented CRM nurture and conversion campaigns **(A/I/P)**
* Experience of managing and developing teams to deliver outbound calling campaigns including the development of automated call scripting and reporting **(I)**
* Experience of managing, developing, and configuring CRM and Marketing Automation systems **(I)**
* Experience of managing a team in a high process environment, including the development of talent to deliver the organisation’s strategy and goals **(A/I)**
* Proven ability to convert information into actionable insights **(A/I)**

# SKILLS & KNOWLEDGE

**Essential Criteria:**

* Expert in the use of CRM systems (preferably Microsoft Dynamics), Marketing Automation Systems and Web Analytics **(A/I)**
* Strong project management skills and evidence of taking cross-institution projects from conception to completion **(A/I)**
* Excellent written and oral communication skills including the ability to negotiate and adjusts information that needs careful explanation or interpretation to suit the needs of different audiences **(A/I/P)**

# OTHER ESSENTIAL CRITERIA

* Willingness to work at all university open days and offer holder events which involves working on average 4-5 Saturdays and 4-5 weekday evenings annually **(I)**
* Commitment to and understanding of equal opportunity issues within a diverse and multicultural environment **(I)**

**Criteria tested by Key:** A = Application form C=Certification

I = Interview

P = Presentation