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| **Job Title** | **CRM Digital Trainer** |
| **School / Service** | **IT Services** |
| **Grade and Salary Range** | **E grade** |
| **Location and Hybrid working status** | **Docklands campus** |
| **Reporting to** | **Digital Adoption & Engagement Team Lead (& CRM Centre of Expertise Manager)** |
| **Responsible for** |  |
| **Liaison with** | **Staff, students, and external organisations as required** |
| **Contract type** | **Fixed-term (12-months), 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**

UEL’s IT Services is a centralized resource working collaboratively with the university community to transform UEL’s digital landscape in line with the university’s Vision 2028 strategic plan. Engaging in ground-breaking initiatives delivered within a dynamically developing cloud environment, IT Services work closely with staff, students, partners, and other key stakeholders to identify technological enhancements to our learning and working environments. We implement, develop, and provide support for systems and services within the university’s IT Service portfolio.

The mission of the Digital Training Service is to facilitate the development of the digital capabilities of staff & students across the university in collaboration with key training providers at UEL, academics, Applications Team, and other IT staff. The team is responsible for developing digital capability across the organisation, using the JISC Digital Capability Framework.

The CRM Centre of Expertise (CoE) is a new initiative for 2022/23 aimed at enabling in-house support for CRM users across the university. This brand-new role will sit within the Digital Training Service and work closely with the CRM CoE Support Team and other key stakeholders.

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. Working alongside the Project Team, the Change & Transformation Team, and technical specialists within IT Services, the CoE will ensure the system’s potential is fully unlocked and CRM use flourishes at UEL.

**JOB PURPOSE**

As part of a robust, cost effective, accessible, and customer-focused IT digital training service, the post holder will plan, develop, and deliver training for the CRM System. They will produce course content, create e-learning courses, publish (online) user guides and train staff on how to use and get the most out of CRM.

This role will assist in the unlocking of live Dynamics 365 functionality to positively impact users’ CRM experience and ultimately improve communications with students.

In the initial year, the CoE will focus on three key workstreams: data management, unlocking existing functionality and driving embeddedness. The role holder will work closely with the Digital Adoption Team and other members of the CoE to deliver training material for use across all three workstreams.

**KEY DUTIES AND RESPONSIBILITIES**

* Devise appropriate delivery methods creating clear and user-friendly resource materials, documentation, instructional videos, and other support mechanisms for digital training.
* Devise and administer appropriate monitoring, evaluation, and review processes to effectively record the delivery of digital capability training.
* Learn and maintain a competent and up-to-date knowledge of UEL’s use of Dynamics 365 and related software (including Dynamics Customer Service App, Dynamics Marketing App, Dynamics Events App, Power BI, GeckoEngage Forms and Events, Txtsync SMS messages, Data8 deduplication and Kingsway Soft data management).
* Apply specialist knowledge to develop digital competencies and standards in collaboration with colleagues.
* Become the dedicated digital liaison between the CRM Centre of Expertise and the Digital Adoption Team. Acting as first point of contact for CRM training requests.
* Work with external suppliers & agencies to provide learning materials, training, and assessment.
* Work to agreed performance standards, deliver within agreed response times, and continuously seek to improve working practices and service.
* Deliver scheduled instructor-led training sessions using structured course material, multimedia, computer-based methods, and other tools as required.
* Keep up to date with national & international developments, emerging trends in IT systems, training, and educational technology by attending seminars, joining communities of practice, professional networks, and benchmarking against best practice with other universities.
* Build strong relationships with key stakeholders in the university to acquire knowledge and understanding; gain support and co-operation, build trust and contribute towards improved relationships across the organisation.
* Enable the smooth transition of project work into business as usual.

**Other**

* Engage in personal continuing professional development, keeping in touch with impending changes in the law and best practice, both within the Higher Education sector and externally.
* Undertake other such duties, at any location, as assigned by the Digital Adoption & Engagement Team Lead or CRM Centre of Expertise Manager.
* To work in accordance with our university’s equality and diversity policies.

**PERSON SPECIFICATION**

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential**

* Experience of working in a digital skills/IT trainer role
* Experience of using CRM Systems, IT applications, including MS Office and SharePoint, digital content creation packages
* Experience of creating training content including instructional videos, guides, and e-learning courses
* Experience of delivering IT training to diverse groups
* Be able to assess and identify individual and/or group training needs
* 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**

* Knowledge and understanding of working within Centre of Excellence operations
* Previous relevant experience working in a UK HE Institution or similar environment
* Demonstrable experience of using technical, marketing or customer service functions of a CRM
* The ability to develop innovative training delivery methods or adapt existing methods to best suit audience based on required and experience

**COMPETENCIES REQUIRED**

* Experience of planning, prioritising, and organising your own work or resources and proactively working with others to achieve team objectives
* Ability to create informative and useful documentation in line with a PMO templates and governance framework
* Ability to establish and maintain links with work colleagues & suppliers
* Excellent verbal and written communication skills with a natural ability to comfortably engage, motivate and interact with diverse audiences
* Ability to receive, understand and convey information that needs careful explanation or interpretation e.g., procedures or regulations
* Ability to write user manuals, documentation, and reports
* Experience of using initiative and creativity to resolve problems, identifying practical and suitable solutions
* Ability to work within a team following direction as required to keep a workload on track
* Ability to work alone on assigned workstreams, 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 IT Services business with both internal and external clients

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

**Essential**

* Training and/or teaching experience in the IT/Digital skills subject
* Advanced MS Office 365 skills (Dynamics, Teams, SharePoint, Visio, Outlook, Word, Excel etc)
* Degree or higher qualification, or professional qualification

**Desirable**

* PGCE or equivalent teaching qualification
* Microsoft, or equivalent certification
* ITIL V3 Foundation

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!