

**JOB DESCRIPTION**

**Job Title** **CRM Digital Trainer**

**School** **IT Services**

**Grade** **TBC (F)**

**Campus** **Docklands**

**Responsible to** **Digital Adoption & Engagement Team Lead (& CRM Centre**  **of Expertise Manager)**

**Liaison with** **Staff, students and External Organisations as required**

**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](https://issuu.com/universityofeastlondon/docs/annual_review_2020?utm_source=Charlotte%2BWhite%2Btest%2Bmail%2Blist&utm_campaign=46c08a193b-EMAIL_CAMPAIGN_2018_09_19_02_52_COPY_04&utm_medium=email&utm_term=0_e8797a5163-46c08a193b-) 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:**

UEL (University of East London) 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 Adoption and Engagement Team is to build meaningful business relationships and 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) launched in 2023 to enable in-house support for CRM users across the university. This role sits within the Digital Adoption & Engagement Team will work closely with the CRM COE Business 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 ensures 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 & 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.

The COE focuses on three key workstreams: data management, unlocking existing functionality and driving embeddedness. The role holder will work with the Digital Adoption & Engagement Team and other members of the COE to deliver training material for use across all three workstreams.

**MAIN DUTIES AND RESPONSIBILITIES:**

* Devise appropriate delivery methods creating clear and user-friendly resource materials, documentation, instructional videos, eLearning packages 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 Business Support Team and the Digital Adoption & Engagement 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**

**EDUCATION QUALIFICATIONS AND ACHIEVEMENTS**

**Essential criteria:**

* Training and/or teaching experience in the IT/Digital skills subject (A, C)
* Advanced MS O365 skills (Dynamics, Teams, SharePoint, Visio, Outlook, Word, PowerPoint Excel etc) (A/I)
* Degree or higher qualification or professional qualification (C)

**Desirable criteria:**

* PGCE or equivalent teaching qualification (A, C)
* Microsoft, or equivalent certification (A, C)
* ITIL V3 Foundation (A, C)

**KNOWLEDGE & EXPERIENCE**

**Essential criteria**

* Experience of working in a Digital skills / IT trainer role (A, I)
* Experience of using CRM Systems, IT applications, including MS Office and SharePoint, digital content creation packages (A/I)
* Experience of creating training content including instructional videos, guides and e-learning courses (A/I)
* Experience of delivering IT training to diverse groups (A/I) Be able to assess and identify individual and/or group training needs (A/I)
* Proven ability to convert information into actionable insights (A/I)
* Knowledge and experience of process optimisation, data and insights. Understanding systems and processes at a high level to communicate to others. (A/I)

**Desirable Criteria**

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

**PLANNING & ORGANISING**

**Essential criteria**

* Experience of planning, prioritising and organising your own work or resources and proactively working with others to achieve team objectives (A/I)
* Ability to create informative and useful documentation in line with a PMO templates and governance framework (A/I)

**COMMUNICATION**

**Essential Criteria**

* Ability to establish and maintain links with work colleagues & suppliers (A/I)
* Excellent verbal and written communication skills with a natural ability to comfortably engage, motivate and interact with diverse audiences (A/I)
* Ability to receive, understand and convey information that needs careful explanation or interpretation e.g., procedures or regulations (A/I)
* Ability to write user manuals, documentation and reports (A/I)

**INITIATIVE & PROBLEM SOLVING**

**Essential Criteria**

* Experience of using initiative and creativity to resolve problems, identifying practical and suitable solutions (A/I)

**TEAM WORKING / LEADERSHIP SKILLS**

* Ability to work within a team following direction as required to keep a workloads on track (A/I)
* Ability to work alone on assigned workstreams, to deliver in line with the agreed time, cost, and quality tolerances. (A/I)

**OTHER ESSENTIAL CRITERIA**

* Commitment to, and understanding of, equal opportunity issues within a diverse and multi-cultural environment (A/I)
* Commitment to building and ensuring a good reputation for UEL in all aspects of IT Services business with both internal and external clients. (A/I)

Criteria tested by Key:

A = Application

I = Interview

C = Certification