

**JOB DESCRIPTION**

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| **Job Title** | **CRM Business Support Specialist**  |
| **Service** | **External Relations Directorate** |
| **Grade** | **F** |
| **Location**  | **Docklands**  |
| **Reporting to** | **CRM Centre of Expertise Manager** |
| **Liaison with** | **Staff and External Organisations as required** |
| **Contract type** | **Permanent, Full time (35 hours per week)**  |

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.

**EXTERNAL RELATIONS DIRECTORATE**

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.

The CRM system is fundamental to the University, as it underpins communications and operations for teams across various departments. 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**

This is a pivotal technical and strategic role, supporting business processes in the University’s Microsoft Dynamics CRM. By supporting the development of integrated, high-quality data, this role helps safeguard the University’s recruitment strategy, compliance, and operational success.

The primary purpose of the role is to ensure the University maximizes the value of its CRM system through the delivery of technical and functional expertise to maintain data quality. The CRM Business Support Specialist ensures the highest data quality standards, enabling impactful, data-driven decision-making and confidence in the data underpinning communication campaigns.

The role holder will play a vital part in developing and maintaining the University's CRM ecosystem. They will act as a bridge between business needs and technical solutions, maintaining data quality for integrated records through the implementation, use and development of error logs and data maintenance reports. For new record creation, the role holder will set up and maintain data capture forms and offer best practise and training to others.

Working with the CRM COE Manager and CRM Functional Consultant, the role holder will own and maintain the use of Kingsway Soft as the University’s tool for CRM data imports and manipulation. They will also be responsible for the set up and maintenance of the de-duplication rules in the system.

The role holder will be required to contribute to CRM technical solutions and improvements, on behalf of business user teams, collaborating with the rest of the CRM Centre of Expertise Business Support Team, IT Services and the CRM Project team on design decisions and when needed, contribute to activities between stakeholders and internal/external development teams.

The role holder will be required to represent the Team and its activities at working groups and to Senior stakeholders. They will need to give expert advice and build relationships with senior stakeholders as well as maintaining a strong relationship with all users across the university.

**KEY DUTIES AND RESPONSIBILITIES**

The following duties and responsibilities are intended to give a broad indication of the variety of tasks that a CRM Business Support Specialist may be asked to undertake. It should be noted that a job description is not an exhaustive list of activities, and employees may be asked to carry out other duties commensurate with the grade of the post.

1. To maintain student data quality within the University’s Microsoft Dynamics O365 platform. Lead the design, testing, and implementation of de-duplication rules in Data8 Duplicare, ensuring consistency across all records in the system.
2. Work with the CRM Functional Consultant to address integration errors and enhance exception reporting. Collaborate with stakeholders and internal/external development teams on technical solutions that address institutional priorities.
3. Manage data imports. Own and maintain Kingsway Soft as the University’s primary data import and manipulation tool, ensuring seamless operations for all CRM data processes.
4. Develop and maintain data capture forms, ensuring data integration is accurate, compliant, and aligned with data protection and accessibility standards.
5. Maintain UEL’s CRM Data Dictionaries, ensuring comprehensive coverage and alignment with system updates.
6. Provide targeted training, support and best practice to CRM users across the business.
7. Maintain a competent, skilled, and up-to-date knowledge of Dynamics 365 and related software (including Dynamics Customer Service App, Dynamics Customer Insights App, Dynamics Events App, Power BI, GeckoEngage Forms and Events, Txtsync and Infobip SMS messages, WhatsApp messaging, chatbot functionality, Data8 deduplication and Kingsway Soft data management).
8. Continuously monitor and enhance CRM service delivery, ensuring high standards and alignment with strategic goals.
9. Represent the CRM Centre of Expertise at working groups and meetings with senior stakeholders, providing expert advice and ensuring strategic alignment of CRM initiatives. Build and sustain strong relationships with users and leaders across departments to enhance CRM adoption and effectiveness.
10. Demonstrate initiative by independently identifying and addressing CRM-related data issues and proposing innovative solutions.
11. Work in accordance with UEL policies, including our Equality and Diversity, Data Retention and Data Protection policies.
12. To undertake other duties as required by the CRM COE Manager.

**PERSON SPECIFCATION**

**KNOWLEDGE, SKILLS, AND EXPERIENCE**

**Essential**

* Substantial experience managing technical and data aspects of Microsoft Dynamics 365 CRM, ideally within Higher Education. (A/I)
* Expert in manipulating data within a CRM system. (A/I)
* Experience of the Microsoft Dynamics application lifecycle and solution deployment process (A/I)
* Experience working within an Agile/Scrum project management framework. (A/I)
* Proven ability to convert information into actionable insights. (A/I)
* Excellent written and oral communication skills including the ability to negotiate and adjust information that needs careful explanation or interpretation to suit the needs of different audiences. (A/I)
* Strong knowledge of Microsoft Power Platform, including Power Automate, Power Apps, and Power BI. (A/I)
* Familiarity with Azure services and integration tools like KingswaySoft. (A/I)
* Familiarity with integrating Dynamics 365 CRM with other applications such as Gecko and platforms using tools like Power Platform, Azure Logic Apps, or third-party APIs. (A/I)

**Desirable**

* Experience of capturing and managing data via online forms and event software, preferably GeckoEngage (A)
* Experience of developing and implementing new initiatives and processes within a CRM system (A)
* Strong project management skills (A/I)

**Other essential criteria**

* Commitment to and understanding of equal opportunity issues within a diverse and multicultural environment (A/I)
* Commitment to building and ensuring a good reputation for UEL in all aspects of External Relations’ business with both internal and external clients. (A/I)

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS**

Essential:

* Bachelor’s degree in computer science, Information Technology, or a related field (or equivalent experience) (A/C)
* Good experience with Microsoft Dynamics365 (A)
* Experience with student records systems in a higher education environment (A/I)
* Experience with Power BI, SSIS (SQL Servicer Integration Services), SQL Programming Language and Visual Studio (SSDT). (A/C/I)

Desirable:

* Microsoft certified Dynamics 365 and Enterprise Integration expert (C)

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.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

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!

**Criteria tested by Key**:

A = Application form C=Certification I = Interview

P = Presentation R = Research papers T = Test