

**JOB DESCRIPTION**

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| **Job Title** | **CRM and Conversion Officer** |
| **Service** | **External Relations** |
| **Grade**  | **E** |
| **Location** | **Docklands Campus** |
| **Reporting to** | **CRM and Conversion Manager** |
| **Key working relationships: Internal**  | **Staff within External Relations Directorate, Schools, Services** |
| **Key working relationships: External**  | **External agencies.** |
| **Contract type/ Hours**  | **Maternity Cover, 12 months****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**

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

Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we are implementing [Vision 2028](https://www.uel.ac.uk/about/vision-2028) our ambitious 10-year strategy to reshape the face of education through collaborative initiatives alongside industry partners.

Our mission remains to foster inclusive pathways to career readiness for students of all backgrounds whilst driving positive change and measurable impact through our research, global partnerships, and innovative educational models.

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. As the only University in London to have achieved Silver Awards in Athena Swan Gender Equality and in the Race Equality Charter, we continue our journey to address and reduce barriers to opportunity.

**BRIEF OVERVIEW OF EXTERNAL RELATIONS**

We are building an External Relations Directorate that will look to bring 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 to our external relations and enjoy working in an agile environment as we try and work towards a culture of the ‘continuous new’. This is an exciting opportunity as we look at a corporate rebrand and launching Vision 2028 that is preparing our students communities for the skills required in Industry 4.0 and the world of Artificial Intelligence.

**JOB PURPOSE**

The CRM and Conversion team is an established team within the University’s UK Student Recruitment Directorate. It was created to maximise student recruitment and conversion from initial enquiry to enrolment. The role holder will work across the team and the wider to achieve this goal, through the delivery of segmented and targeted outbound communications between the University and prospective students and their influencers. They will play a key role in tracking and reporting on the success of activity by measuring shifts in key metrics and developing engaging and impact-driving communications plans.

The role holder will work closely with colleagues across External Relations to bring our content and key selling points to life across a lengthy prospective student consideration window. They will also be required to develop close working relationships with colleagues outside the service, in particular staff based in IT Services and Admissions. Working together, the role holder will work to influence a more customer-centric and externally oriented view across the University.

**KEY DUTIES AND RESPONSIBILITIES**

* Design, copywrite and implement automated and manual recruitment and conversion email and SMS campaigns aligned to our brand and key messaging pillars.
* Segment communications data sets to ensure the correct audience is selected for CRM communications.
* To support the development, management and configuration of the University’s CRM, Marketing Automation and Events systems (Microsoft Dynamics CRM, MS Marketing and Gecko) working in close partnership with IT Services and external suppliers as required.
* To develop segmented recruitment communication plans, spanning the entire student journey, integrating personalisation and automation, to implement within the CRM.
* To carry out testing, providing insight and evaluation to consistently improve campaign outcomes.
* To work with colleagues across External Relations, on the development of CRM nurture and conversion plans in line with business objectives, in particular those relating to UK Student Recruitment Conversion and subject specific content.
* To ensure data integrity through appropriate use of the CRM and associated systems. Ensuring that all CRM activity is GDPR and CMA compliant.
* Stay abreast of developments within the HE sector and of CRM and marketing automation best practice and technologies
* To conduct regular monitoring to meet/exceed agreed service standards internally and externally as set out in the CRM and Conversion team Service Level Agreement
* Work in accordance with UEL policies, including our Equality and Diversity and Data Protection policies.
* To undertake other duties as required by the CRM and Conversion Manager.

The duties and responsibilities outlined above provide a general overview of the range of tasks that a (**CRM and Conversion Officer**) at the University of East London may be required to perform. Please note that this job description is not exhaustive, and additional tasks aligned with the role's grade may be assigned as needed.

The job description may also be updated to reflect changes in circumstances, and employees will be consulted if any amendments are required.

**All employees must adhere to all UEL policies and regulations, demonstrating a commitment to equal opportunities within a diverse and multicultural environment. Employees are also expected to actively contribute to building and maintaining a positive reputation for UEL in all their professional activities.**

**PERSON SPECIFICATION**

The University's Core [Values](https://www.uel.ac.uk/about/governance/ethical-framework) are **Passion, Inclusion, Courage**, and they are at the root of everything we do and everyone in our community is expected to demonstrate them.

The table below outlines the essential and desirable criteria required to perform the role effectively. Candidates will be shortlisted based on how closely they meet these criteria.

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| --- | --- | --- |
| **Education and Qualifications** | **Essential**  | **Desirable** |
| A minimum Bachelor’s degree and/or professional qualification in, and/or substantial practical knowledge of copywriting, marketing, CRM systems or related discipline  | [x]  | [ ]  |
| **Experience and Knowledge** |  |  |
| * Experience of developing, delivering, evaluating and optimising multi-channel segmented CRM nurture and conversion campaigns
 | [x]  | [ ]  |
| * Experience using technical and marketing functions of a CRM system
 | [x]  | [ ]  |
| * Experience of copywriting engaging and informative emails to different groups, with an understanding of key marketing principles and segmentation
 | [x]  | [ ]  |
| * Experience of working in a higher education or marketing environment
 | [ ]  | [x]  |
| * A customer-first mindset, exemplified through an ability to craft communications journeys (and associated compelling content) based on the needs of diverse audience groups
 | [x]  | [ ]  |
| * Awareness of the policies and procedures covering compliance for digital communications (e.g. GDPR, CMA)
 | [x]  | [ ]  |
| **Skills/Abilities** |  |  |
| * 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
 | [x]  | [ ]  |
| * Skilled in the use of CRM systems (preferably Microsoft Dynamics)
 | [x]  | [ ]  |
| * Digitally-focused and confident in using new/emerging technologies, with experience of utlising new platforms to enhance business operations
 | [x]  | [ ]  |
| * Excellent organisational, time management skills with the ability to multitask competing demands to meet deadlines and plan and organise work accordingly
 | [x]  | [ ]  |
| * Proven analytical skills - well-developed analytical/problem solving capability to perform detailed analysis of information in order to iterate and improve
 | [x]  | [ ]  |
| **Other Competencies**  |  |  |
| * Willingness to work at all university open days and offer holder events which involves working on average 3 Saturdays and 3 evenings annually
 | [x]  | [ ]  |
| * Commitment to and understanding of equal opportunity issues within a diverse and multicultural environment
 | [x]  | [ ]  |
| * Flexibility and a capacity to adapt to the changing demands of the job and the needs of the team
 | [x]  | [ ]  |

**Further Information:**

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.

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**Last updated**: 05 September 2025