



University of
East London

Pioneering Futures since 1898



Your job title:

CRM Recruit Product Manager



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We're delighted that you're considering joining us on our journey to deliver *Vision 2028*.

Think all employers are the same? Think Again.

At the University of East London, we're not just another employer. We're a careers-first, values-driven institution with a bold mission to tackle inequality and prepare for the future. Together, we're building a truly inclusive and future-ready university, one that empowers our students and communities to make a lasting impact.

With a proud 125-year heritage, we've always looked forward, not back. Through Vision 2028, our 10-year strategic plan, we're investing in cutting-edge learning spaces, digital innovation, and exceptional people like you.





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We are UEL

Our *institution*

The University of East London is a careers-first university. We prepare our students for the jobs of the future and have been doing this proudly for 125 years.

40,000 students represent over 160 different nationalities from across the globe.

1,800+ colleagues who help us realise Vision 2028, our strategic plan.

5 schools changing the face of education to match the ongoing fundamental shift in working cultures.

Our *difference*

1st in London for Student Experience (National Student Survey 2024).

3rd in London for Teaching Satisfaction (Guardian University Guide 2025).

1st in the UK for addressing inequalities and 2nd in the world (the Times Higher Education Global Impact Ranking, 2020).

92% of our research is recognised as world-leading, internationally excellent, or internationally recognised (REF 2021).

Our *transformation*

We're in the midst of an ambitious transformation under our Vision 2028 strategy, evolving from a traditional university into a careers-first, innovation-driven institution. As England's fastest-rising university for career success, we've embedded employability and enterprise at the heart of learning and now rank second in the UK for student entrepreneurship. Our research and enterprise activity now contributes more than £1 billion annually to the UK economy, with graduate-led business survival rates soaring by over 1000% in recent years.

We're redefining how students and staff experience university life by actively evolving, combining social inclusion, innovation, and real-world impact. The role you're applying for will play a key part in shaping the next chapter of that journey.



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Working at the University of East London

At the University of East London, we foster a professional, positive, and inclusive work environment built on shared values of Passion, Inclusion, and Courage. Our culture is collaborative and innovative, empowering staff to think differently, make an impact, and contribute to our ambitious Vision 2028 strategy. We are proud to be one of the most diverse universities in the UK, with a strong commitment to staff wellbeing, flexible working, and creating spaces that encourage creativity and growth.

We offer a comprehensive and competitive benefits package through our unique Total Reward Deal, which goes beyond salary to include progressive policies on annual leave, health and wellbeing, career development, and flexible working. Our goal is to ensure every colleague feels valued, supported, and equipped to succeed.

By joining UEL, you'll be part of a dynamic community that shares success, invests in people, and strives to make a real difference in the lives of our students and the communities we serve.

Our *Values*

Passion

We bring energy, pride, and purpose to everything we do. We care deeply about our work, the people we serve, and the impact we make – and we always strive to be better.

Inclusion

We create an environment where everyone belongs, feels respected, and can contribute fully. Our differences make us better, and fairness guides how we treat one another.

Courage

We act with integrity and confidence, even when it's difficult. We challenge ourselves to improve, embrace change, and do what's right to build a better future.



Job Description

CRM Recruit Product Manager

School/Service:	Commercial & Programme Delivery
Grade:	Grade G
Location:	Docklands (Hybrid)
Reporting to:	Principal Product Manager – Ellucian Banner SaaS
Line management for:	N/A
Key internal relationships	SRS Programme Director and Programme Team/Product Team External Relations Directorate (ERD) CRM Product Team and Marketing Academic Registry, IT Services, Schools Super User and Change Networks
Key external relationships	Ellucian CRM Recruit Consultants and Technical Team UCAS Integration partners (e.g. Enroly) Partners and Agents Global Campus Teams
Contract type and hours	FTC 2 Years, Full-time

BRIEF OVERVIEW OF Portfolio & Benefits

The Portfolio & Benefits function sits at the heart of UEL's strategic change agenda, ensuring that the University's major investments deliver lasting value long after individual programmes close. It has oversight of programmes, projects and products.

UEL is currently transitioning from Tribal SITS to Ellucian Banner SaaS, comprising CRM Recruit, Banner Student, Experience, Insights, Workflows, Ethos and more. This transformation programme is planned to conclude in early 2028, at which point this product team will take on ownership of the new student records system, driving continued enhancement and supporting all stakeholders to fulfil its potential.

The SRS Product Team will not allow the momentum, expertise and governance built up during the transformation programme to disperse at closure. Rather, this product management capability will carry that investment forward. The team is central to a three-layer target operating model for the SRS estate: a Business Layer led by Academic Registry and a network of Super Users, a new Product Layer led by the Principal Product Manager, and a Technology Layer led by IT Services. Together, these layers ensure that raw demand from staff and students is translated into a prioritised, structured, and deliverable programme of continuous improvement.

JOB PURPOSE

This role is one of the first two appointments into the new team, joining alongside the Principal Product Manager in September 2026, ahead of further product team roles from September 2027 (subject to Programme Board approval).

You will be UEL's product specialist for Ellucian CRM Recruit, the Microsoft Dynamics 365-based system that manages the University's student recruitment and admissions journey from first enquiry through to enrolment. Reporting to the Principal Product Manager, you will own the day-to-day management, configuration and continuous improvement of CRM Recruit, while the Principal Product Manager holds the vision, roadmap and strategic vendor relationship for the whole Ellucian SaaS estate.

Joining in September 2026, you will first be embedded within the SRS Transformation Programme, taking a hands-on role in the configuration and administration of UEL's CRM Recruit instance and supporting the Recruitment and Admissions phase through to its planned go-live in October 2027. You will then carry that expertise into business as usual from January 2028, ensuring the University enters its new operating model with deep, in-house knowledge of the product rather than relying on departing programme and contractor expertise.

You will become an expert in the applicant journey: understanding every task a prospect and applicant must complete, and how CRM Recruit, Banner, the UEL CRM, the UEL website, UCAS, DfE and connected systems combine to convert interest into enrolment. Working with Admissions within the External Relations Directorate, and the UEL CRM Product Team, you will turn user feedback and funnel data into a steady stream of well-specified, sprint-ready improvements that raise applicant conversion and reduce administrative burden.

KEY DUTIES AND RESPONSIBILITIES

- Act as the day-to-day product Manager for CRM Recruit: gather, specify and refine requirements from recruitment and admissions users into well-structured, sprint-ready user stories, maintaining the CRM Recruit backlog within the estate-wide priorities and frameworks set by the Principal Product Manager.
- Take a hands-on role as a Microsoft Dynamics specialist in configuring and administering UEL's CRM Recruit instance, including application types and forms, recruitment funnels, territories, enrolment goals, workflows, curriculum rules and supplemental items, working in tandem with UEL's established CRM Team and IT Services where innovation requires development support.
- Support the SRS Transformation Programme's Recruitment and Admissions phase through to CRM Recruit go-live in October 2027: contributing to solution design, configuration, functional testing, user acceptance testing, data validation, cutover and hypercare, so that the transition into business as usual is seamless.

- Take ownership of the day-to-day configuration and continuous improvement of CRM Recruit by implementing agreed changes directly wherever possible. This includes configuring system settings, workflows, forms and user experience elements, maintaining business processes, and making iterative enhancements to improve usability and operational efficiency, escalating only those changes that require technical development or specialist support.
- Become an expert in the Application Journey at UEL, understanding how CRM Recruit, the UEL CRM, the UEL website and other university systems come together to support applicant conversion, and champion improvements across each stage from suspect and prospect through application, offer and enrolment.
- Monitor the product roadmap for CRM Recruit and related Ellucian products at this stage of the student journey (such as Ellucian Apply). Assess new releases and features, and prepare UEL for the platform's planned transition to the newer Dynamics Power Platform; briefing the Principal Product Manager on the opportunities and risks that should inform the strategic Ellucian relationship.
- Establish a network of colleagues and ways of working across Admissions, External Relations Directorate, and the UEL CRM Product Team; running product demonstrations, gathering structured feedback and coordinating shared improvements across the connected recruitment systems.
- Own and optimise product metrics for CRM Recruit, including conversion rates through the recruitment funnel, feature adoption, data quality and time-to-resolution of product issues, feeding these into the product team's overall success metrics framework.
- Champion data quality, GDPR compliance and consistent, confident use of CRM Recruit across the recruitment and admissions cycle, including the pressured periods of UCAS deadlines, Confirmation and Clearing.
- Support Super Users and operational colleagues in getting the most from CRM Recruit: contributing to guidance materials and training, triaging escalated product issues, and working with IT Services and Ellucian support through to resolution.

The duties and responsibilities outlined provide a general overview of the range of tasks that this role may be required to perform; however, it isn't exhaustive. You may occasionally be asked to take on other duties in line with your grade as we continue to grow and evolve.

We're proud of our diverse and inclusive community, and we ask all colleagues to uphold all UEL policies and regulations. Employees should actively demonstrate our values and contribute to UEL's positive, forward-looking culture.

PERSONAL SPECIFICATION

The University's Core [Values](#) are **Passion, Inclusion, and Courage**, and they are at the root of everything we do, and everyone in our community is expected to demonstrate them.

At the University of East London, our [values](#) of Passion, Inclusion, and Courage guide our actions, from strategic decisions to day-to-day interactions with students and each other. Our values are rooted in our history, heritage, and character, and they help to ensure the University is a rewarding, welcoming, and inspiring place to work.

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.

Category	Essential Criteria	Desirable Criteria
Education & Qualifications	• Educated to degree level in a relevant discipline, or equivalent professional experience. • Evidence of continuing professional development in CRM administration, product management or a related digital discipline.	• Microsoft Dynamics 365 certification (e.g. Functional Consultant). • A recognised product or agile qualification (e.g. Certified Scrum Product Owner).
Experience & Knowledge	• Hands-on experience of configuring and administering Microsoft Dynamics 365 in a complex, multi-stakeholder organisation. • Experience of the UK higher education sector. • Experience of gathering user feedback and translating it into clear, well-structured requirements and user stories, and of maintaining a prioritised backlog of work. • Experience of supporting the implementation or major upgrade of a business system, including configuration, testing and user acceptance testing.	• Direct experience of Ellucian CRM Recruit or other Ellucian products (e.g. Banner, Ellucian Apply, Ethos). • Experience of working in or closely with a university admissions or recruitment function. • Experience of the wider Microsoft Power Platform (e.g. Power Automate, Power Apps). • Experience of supporting a system go-live and hypercare period. • Understanding of the recruitment and admissions journey including the UCAS cycle, international cycle, offer-making, conversion activity, confirmation and Clearing.
Skills & Abilities	• Technical aptitude: quick to master SaaS product configuration, workflows and integrations, and to understand	

	how systems connect across an applicant journey. • Analytical skills: able to interrogate funnel, conversion and data-quality metrics, and turn them into practical product improvements. • Communication: able to explain product changes clearly to technical and non-technical colleagues, run engaging product demonstrations and produce clear user guidance. • Organisation: able to manage own workload across concurrent programme and business-as-usual priorities, meeting deadlines set by the recruitment cycle.	
Other Competencies	• Collaboration: a constructive team player, comfortable being an early appointment into a new and growing team and helping to shape its ways of working. • User-centred mindset: keeps the applicant experience and staff usability at the centre of product decisions. • Adaptability: comfortable working flexibly across the transition from transformation programme to permanent product model.	

FURTHER INFORMATION

UEL is an inclusive equal opportunities employer and is proud of our Equality, Diversity and Inclusivity achievements. 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.

DISCLOSURE AND BARRING SERVICE (DBS)

Some roles at UEL may require a Disclosure and Barring Service (DBS) check under the Rehabilitation of Offenders Act (Exceptions Order) 1975. Where this applies, candidates will be informed during the recruitment process.



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Join us on our *journey*

