



## **JOB DESCRIPTION**

<b>Job Title:</b>	CRM and Conversion Manager
<b>Service:</b>	Student Recruitment and Marketing
<b>Grade:</b>	F
<b>Campus:</b>	Docklands
<b>Responsible to:</b>	Associate Director (Corporate Marketing and Advancement)
<b>Responsible for:</b>	2 x CRM and Conversion Officers (International), 1 x CRM and Conversion (UK) and Systems Officer; large team of UK and International Student Associates in the UK and International Student Call Centres

## **JOB PURPOSE**

The CRM and Conversion team is a new team within the University's Student Recruitment and Marketing (SRM) services. It has been created to maximise student recruitment and conversion from initial enquiry to enrolment. The role holder will manage and develop the team to achieve this goal through the integration of inbound enquiry management with segmented and targeted outbound communications between the University and prospective students and their influencers. They will lead on tracking the success of activity by measuring shifts in key metrics.

The role holder will work closely with colleagues across SRM. They will also be required to develop close working relationships with colleagues outside the service, in particular staff based in Education and Community Partnerships, Academic Registry, and Academic Schools. Working together these staff the role holder will work to influence a more customer-centric and externally oriented view across the University.

## **MAIN DUTIES AND RESPONSIBILITIES**

1. To lead on the development, management and configuration of the University's CRM and Marketing Automation systems (currently Microsoft Dynamics CRM and ClickDimensions) working in close partnership with IT Services and external suppliers as required
2. To manage the provision of a sector leading inbound enquiry management service for prospective students worldwide
3. To act as the University's expert in CRM, marketing automation and related technologies providing specialist advice to colleagues across the university and training and developing the staff to meet the university's strategic objectives and targets
4. To lead work with colleagues in SRM, Admissions and Education and Community Partnerships on the development of CRM nurture and conversion plans in line with

business objectives, in particular those relating to UK and International Student Recruitment Conversion

5. To work with the Alumni and Advancement Manager to develop the use of CRM to engage and active our Alumni in terms of maximising lifetime customer value and developing them as passionate ambassadors for the university who actively support the university's strategic, student recruitment and fundraising goals
6. Recruit, manage, train and motivate project/casual/student staff/ and colleagues to deliver CRM activity, including inbound enquiry management and outbound calling activity
7. Stay abreast of developments within the HE sector and of CRM and marketing automation best practice and technologies
8. To manage the annual budget ensuring ROI and value for money
9. To manage the team and conduct regular monitoring to meet/exceed agreed service standards internally and externally as set out in the CRM and Conversion team Service Level Agreement
10. To lead on the development, implementation and optimisation of the CRM and Conversion plan for Clearing
11. To work with the CRM and Conversion Officers (International) and International Student Recruitment team to develop tailored approaches for key country markets taking into account variations in technology usage; customer preferences, motivations and behaviours; cultural, language and religious considerations and the university's proposition to market.
12. To work with the Insight Manager to develop and evaluate evidence based CRM and Conversion plans, measure customer satisfaction and determine preferences and to integrate the use of propensity and engagement modelling to maximise the effectiveness of campaigns and allocation of resources.
13. Work in accordance with UEL policies, including our Equality and Diversity and Data Protection policies.
14. To undertake other duties as required by the Associate Director (Corporate Marketing and Advancement).

## PERSON SPECIFICATION

### EDUCATION QUALIFICATIONS

#### Essential:

- A good first degree **(A)**

#### Desirable:

- Higher degree and/or professional qualification in, and/or substantial practical knowledge of, marketing, customer relationship management, customer service, or related discipline **(A)**

### EXPERIENCE

#### Essential:

- Substantial experience managing CRM and customer service, either client or agency side within Higher Education **(A/I/P)**
- Experience of developing, delivering, evaluation and optimising multi-channel segmented CRM nurture and conversion campaigns **(A/I/P)**
- Experience of successfully managing teams to deliver excellent customer service in a high process environment, ideally working with customers in multiple countries **(A/I)**
- Experience of managing and developing teams to deliver outbound calling campaigns including the development of automated call scripting and reporting **(A/I)**
- Proven ability to convert information into actionable insights **(A/I)**
- Experience of managing, developing and configuring CRM and Marketing Automation systems **(A/I)**
- Experience of managing a team including the development of talent to deliver the organisation's strategy and goals. **(A/I)**

## **SKILLS & KNOWLEDGE**

### **Essential:**

- Strong project management skills **(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. **(I/P)**
- Expert in the use of CRM systems (preferably Microsoft Dynamics), Marketing Automation Systems, Web Analytics and Microsoft Office (Word, Excel, Outlook, Powerpoint) **(A/I)**

### **OTHER ESSENTIAL CRITERIA**

- Willingness to work at all university open days and offer holder events which involves working on average 6-8 Saturdays annually and regular evening working **(A/I)**
- Willing to work on weekends and flexible hours to accommodate different time zones **(A/I)**
- Commitment to and understanding of equal opportunity issues within a diverse and multicultural environment **(A/I)**

### **Criteria tested by Key:**

A = Application form

C=Certification

I = Interview

P = Presentation

R = Research papers

T = Test