

JOB DESCRIPTION

Job Title: Marketing Assistant (CRM)

Accountable to: CRM Manager

Contract Length: Permanent

Hours per week/FTE: 35

Weeks per year: 52

Salary: £28,274 - £33,653 per annum

Grade: 3

College/Service: Student Marketing and Recruitment
Department

Location: High Holborn, London

Purpose of Role:

Working closely with the CRM Manager and Data Analyst the post-holder will help ensure the delivery of a first class prospective student experience through their support in the administration and evaluation of CRM activity for the Student Marketing and Recruitment Department.

Duties and Responsibilities

- To provide administrative support for CRM activity in prospective student marketing and recruitment across UAL's UK, EU and International markets
- To support the CRM team in ensuring all data and activity is compliant with General Data Protection Regulations (GDPR)
- To support CRM system end users in the use of the system, ensuring they are able to carry out enquiry handling, event management, communications and other CRM activity
- To ensure end users have access to up to date training manuals, cheat sheets and other advice as required
- To carry out regular data audits to ensure high standards of data integrity
- To monitor, report and resolve errors in the CRM system
- To undertake CRM developments as required to ensure the system is delivering the best possible experience for those interacting with it
- To support the department's Market Analyst and other colleagues in running reports and accessing insight dashboards to inform our CRM activity
- To carry out desk-based research to maintain an understanding of CRM developments across the University, Higher Education sector and beyond to help inform our CRM practice
- To support the department with data for marketing campaigns when required
- To be an ambassador of UAL's reputation and brand ensuring both are protected and represented in line with established guidelines
- To build and maintain effective working relationships with internal stakeholders and external suppliers to ensure that shared objectives are realised effectively and efficiently
- To represent the Department in internal committees, working groups and meetings, and externally at events and conferences
- To deputise for the CRM Manager when required
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- CRM Manager
- All members of Central Student Marketing and Recruitment Department
- College Student Marketing and Recruitment Departments
- CRM system users across UAL
- Academic Registry and Admissions Department
- Student Systems Replacement Project Team
- Other designated committees and working groups

Specific Management Responsibilities

Budgets: NA

Staff: NA

Other (e.g. accommodation; equipment): NA

Signed Peggy Naumann Date of last review 17/04/18
(Recruiting Manager)

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Specialist Knowledge/ Qualifications	Educated to further education level or equivalent in any subject related to marketing or communications
Relevant Experience	<p>At least one year's experience working with a CRM system where duties included system administration or user support</p> <p>Experience in supporting or training colleagues and carrying out troubleshooting activity in a systematic way</p> <p>A good understanding of GDPR and how it impacts on CRM activities</p> <p>Experience in monitoring, interpreting and reporting on data and metrics to inform future CRM activity</p> <p>Ability to build effective working relationships across all levels of seniority and function</p> <p>Ability to work independently without direct supervision</p> <p>Experience working with SITS CRM is desirable</p> <p>Experience working in the Higher Education sector is desirable</p>
Communication Skills	Communicates effectively orally, in writing and/or using visual media
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student Experience or Customer	

Service	Provides a positive and responsive student or customer service
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

Last updated: April 2018