

## JOB DESCRIPTION

**Job Title:** CRM Manager (Prospective Student Engagement)

**Salary:** £38,010 to £44,421 per annum

**Contract length:** Permanent

**Hours per week/FTE:** 35

**Weeks per year:** 52

**Grade:** 5

**Location:** 272 High Holborn, WC1V 7EY

**Accountable to:** Head of Prospective Student Engagement

**Section:** UAL Student Marketing and Recruitment

### **Purpose of Job:**

As part of UAL's Student Marketing and Recruitment (SM&R) Department, the post-holder will play a role in ensuring that UAL achieves a first-class prospective student experience from enquiry through to enrolment, working to promote the delivery of high levels of customer service and the use of appropriate CRM technologies, systems and processes to convert prospective enquirers to applicants and enrolments. Prospective student CRM activities include (but are not limited to) enquiry handling, student recruitment event management and enquirer/applicant communications.

With direction from the Head of Prospective Student Engagement, and working collaboratively with colleagues across Student Marketing and Recruitment, Colleges and other departments across the University, the post-holder will support the development of, and manage the implementation of, the University's CRM strategies and practices for student marketing and recruitment across its UK, EU and international markets. This includes the operational management of CRM functionality within the University's student records system in relation to prospective student marketing and recruitment activities for pre-degree and degree-level study - ensuring that all system users have the advice, support, guidance and training they need; providing oversight of the correct and efficient use of the system; assisting with continuous evaluation, testing and implementation of upgrades and other developments; and chairing a Practitioners' Group to maintain an engaged and informed user base.

### **Duties and responsibilities**

- Provide expertise and support to colleagues throughout UAL who are responsible for the prospective student journey, ensuring that CRM techniques are used to maximum effect for student marketing and recruitment activities.
- Provide subject matter expertise to inform the development of new ways of working and enhanced CRM system functionality to support the prospective student journey using approaches that are grounded in CRM best practice.
- Set-up, implement and monitor the CRM practices and system administration required to support UAL's prospective student marketing and recruitment across its UK, EU and international markets.
- Ensure that UAL's CRM practices are fully compliant with the General Data Protection Regulations (GDPR).
- Support the development, and manage the implementation and evaluation of UAL's prospective student marketing and recruitment CRM activities including (but not limited to) enquiry handling, student recruitment event management and enquirer/applicant communications.
- Initiate and manage the provision of information, advice and training to users of the CRM system for prospective student marketing and recruitment.
- Oversee users of the CRM system for prospective student marketing and recruitment activities ensuring that they are using the system correctly and efficiently.

- Undertake CRM system upgrades and developments as required to ensure that our system is fit-for-purpose and delivering the best possible experience for those interacting with it.
- Support colleagues to run reports and access insight dashboards powered by the CRM system that are related to prospective student marketing and recruitment performance.
- Chair a regular Practitioners' Group that brings together champions from across the University and provides a forum for sharing best practice, staying informed of the latest CRM developments and for networking with peers.
- Maintain an overview of CRM developments across the University and the Higher Education sector more widely, advising the Head of Marketing on the potential impact on our CRM policies and practices.
- Line manage a CRM Executive ensuring that you encourage their continuous professional development and conduct regular performance reviews in line with University policies.
- Represent the Department in the role of Local Information Manager (LIM), reporting outcomes to the Director of Student Marketing and Recruitment in their capacity as Information Asset Owner (IAO).
- Hold responsibility for the Department's CRM operating budget, ensuring that each month you are tracking, verifying and reporting on expenditure.
- Be an ambassador of UAL's reputation and brand ensuring both are protected and represented in line with established guidelines.
- Build and maintain effective working relationships with internal stakeholders and external suppliers to ensure that shared objectives are realised effectively and efficiently.
- Represent the Department in internal committees, working groups and meetings, and externally at events and conferences.
- Report monthly to the Head of Prospective Student Engagement on the collective progress you and your direct reports are making against annual operating plan objectives.
- Perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- Personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- 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.
- 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.
- 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**

- All members of the Student Marketing and Recruitment Department.
- CRM system users across UAL responsible for student marketing and recruitment activities.
- Academic Registry and Admissions Department.
- College Student Marketing and Recruitment Departments.
- Student Systems and Records Department.
- Committees and working groups such as the Prospective Student Engagement Practitioners' Group.
- UAL Project teams.

### **Specific Management Responsibilities**

#### **Budgets**

Oversight of expenditure across allocated cost centres within the Student Marketing and Recruitment Department budget and approval permissions within an agreed limit.

#### **Staff**

Line management responsibilities for:

- CRM Executive

**Job Title: CRM Manager**

**Grade: 5**

| <b>Person Specification</b>             |  |
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| Specialist Knowledge/<br>Qualifications | Educated to degree level or holds an equivalent level of professional qualification in an appropriate discipline.  |
| Relevant Experience                     | <p>At least two years' experience of working in a CRM position that has required a knowledge of both CRM policies and practices, and system administration.</p> <p>Experience of working in the higher education sector is desirable.</p> <p>An in-depth understanding of CRM practices and theories.</p> <p>Knowledge of the General Data Protection Regulation (GDPR) and how it impacts of CRM activities.</p> <p>Experience of CRM system administration including user support and training, implementing system upgrades, and managing system developments.</p> <p>Ability to monitor, interpret and report on data and metrics associated with CRM performance.</p> <p>Experience of building effective internal working relationships across all levels of seniority and functions.</p> <p>Experience of building effective external working relationships with consultants and technical developers.</p> <p>Experience of managing a small team and/or coaching or mentoring staff.</p> <p>Proven ability to work independently without direct supervision.</p> |
| Communication Skills                    | Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way.   |

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| Leadership and Management                  | Motivates and leads a team effectively, setting clear objectives to manage performance.             |
| Professional Practice                      | Contributes to advancing professional practice in area of specialism.                               |
| Planning and managing resources            | Plans, prioritises and manages resources effectively to achieve long term objectives.               |
| Teamwork                                   | Works collaboratively in a team and where appropriate across or with different professional groups. |
| Student experience or customer service     | Builds and maintains positive relationships with students or customers.                             |
| Creativity, Innovation and Problem Solving | Suggests practical solutions to new or unique problems.   |

**Last updated:** March 2019

**Recruiting Manager:** Steph Upton, Head of Prospective Student Engagement