

JOB DESCRIPTION

Job Title: CRM Support Officer

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 the Role:

Reporting to and working closely with the CRM Manager, the post-holder will administer the implementation of the University's CRM strategies and practices for student marketing and recruitment across its UK, EU and international markets.

Working collaboratively with colleagues across Student Marketing and Recruitment, Colleges and other departments across the University, the post-holder will play a key 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.

The post-holder will be provide day-to-day administrative support for the University's CRM system(s) associated with prospective student marketing and recruitment activities for pre-degree and degree-level study. This work includes delivering advice, support, guidance and training to all system users; monitoring users to ensure correct and efficient use of the system; assisting the CRM Manager with deploying system developments and upgrades; producing insight reports utilising data held within the CRM system; and participating in a Student Marketing and Recruitment (SM&R) CRM Practitioners' Group forum.

Duties and Responsibilities

- Administer the CRM practices and system functionalities 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 incoming General Data Protection Regulations (GDPR).
- Support 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.
- Provide information, advice and training to users of the CRM system for prospective student marketing and recruitment.
- Support users of the CRM system for prospective student marketing and recruitment activities ensuring that they are using the system correctly and efficiently.
- Regularly cleanse the data held within the CRM system to ensure that records are up-to-date and managed to the highest standards of data integrity.
- Monitor, report and resolve errors with the CRM system, enlisting the support of third party developer resources where required.

- Undertake CRM system upgrades and developments as required to ensure that our system is fit-for-purpose and delivery the best possible experience for those interacting with it.
- Support the Department's Market Analyst and other CRM system users to run reports and access insight dashboards powered by the CRM system that are related to prospective student marketing and recruitment performance.
- Participate in a regular SM&R CRM 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, informing the CRM Manager of the potential impact on our CRM policies and practices.
- 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.
- Deputise for the CRM Manager when required.
- 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.
- 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.
- Committees and working groups such as CRM Practitioners' Group.
- CRM system users across UAL.
- Academic Registry and Admissions Department.
- College Student Marketing and Recruitment Departments.
- Student Systems Replacement Project Team.

Signed: Charlotte White (Recruiting Manager)

Date of last review: August 2017

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Person Specification

Specialist Knowledge/ Qualifications	Educated to further education level or equivalent in any subject related to marketing or communications.
Relevant Experience	<p>At least one years' experience working in position where duties included system administration.</p> <p>Experience of working in the higher education sector is desirable.</p> <p>A basic understanding of CRM practices and theories.</p> <p>Awareness of the incoming General Data Protection Regulation (GDPR) and how it impacts on CRM activities.</p> <p>Ability to undertake CRM system administration including user support and training, implementing system upgrades, and deploying system developments.</p> <p>Ability to monitor, interpret and report on data and metrics associated with CRM performance.</p> <p>Ability to build effective internal working relationships across all levels of seniority and functions.</p> <p>Ability to build effective external working relationships with consultants and technical developers.</p> <p>Ability to work independently without direct supervision.</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.
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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: August 2017