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**Senior CRM Manager**

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| **School/Department:**  | Marketing & External Relations  |
| **Grade:** | 10 |
| **Reports to:**  | Interim Director of Marketing and External Relations |
| **Responsible for:**  | CRM Officer (a working group comprising of recruitment, marketing, communications, and admissions)  |
| **Summary of Main Job Purpose:**The Senior CRM Manager will draw on their professional expertise and specialist knowledge to lead a cross departmental team to set and deliver the strategic plan for customer relationship management across the university. Radically improving our approach, holding bad practice to account and embedding a customer centric approach, you will be responsible for rolling out our new system and pulling people together to work collaboratively, devising new processes and setting clear responsibilities. The successful candidate will ensure that high quality and expert leadership, planning and advice is available to all teams and departments across the university. We are looking to appoint an individual with an excellent track record in the field of CRM and strong evidence of challenging and influencing at a senior level.  |

 **Main Responsibilities/Duties**

* Strategically lead the University’s approach to CRM, developing an annual strategy and plan in collaboration with the Interim Director of Marketing and External Relations.
* Providing expertise and leadership to transform the University’s approach. Reporting regularly to a digital board led by the Chief Operating Officer, and leading on all associated CRM action points.
* Responsible for managing the CRM budget, including keeping meticulous records and providing regular reports to the Interim Director of Marketing and the Chief Operating Officer.
* Successfully balance long term ambitious change with short term ‘quick-wins’ that would improve the customer journey and conversion rates.
* Strategically lead the CRM approach driving change and embedding new ways of working cross departmentally. Key relationships include Head of Recruitment, Head of Admissions, Head of Communications, Deputy Director of International Recruitment and Admissions, Assistant Director of Information and Digital Systems.
* Proactively use data to report and influence decision making at senior levels with internal and external contacts to drive customer understanding and drive retention and conversion.
* Own and regularly audit the CRM and acquisition strategy for the university, thinking globally and widely to allow for an effective and efficient data strategy which maximises our organic and paid leads across the variety of potential audiences.
* Collaborate with and influence other teams to embed a new plan and deliver customer engagement and improvements at each stage of the customer journey.
* Transform the university’s approach to our customer journey, ambitiously raising the quality of our digital customer communications.
* Develop and review the university’s approach to segmentation to ensure ambitious future improvements are developed. In the short term, checking team members keep the data clean and segments are regular reviewed and updated.
* Strive for best practice and ensure the CRM team closely monitor industry and competitor activity to ensure that plans are adapted to a constantly changing and competitive environment.
* Identify, design, and monitor key performance indicators for the CRM to maximise potential use for all university activities.
* Analyse and report from the CRM to assess areas for improvement and provide recommendations and insight on ROI.
* Excellent oral and written communication skills, with the ability to present complex concepts, vision and strategy in a way that can be understood by a wide audience.
* Take responsibility for any relevant peripheral systems which closely link with and provide data for use within the CRM.
* Be the main GDPR and privacy representative for the Recruitment and Marketing departments. Ensure that all use of the CRM complies with relevant UCA policies, UK and EU approaches and legislation, including GDPR, FOI, consent, data retention and data sharing.
* Build, lead and manage the CRM team, including overall responsibility for monitoring performance of individuals and achievements of the team, and ensuring standards are met and enhanced
* Be the primary contact between the CRM provider and UCA and manage the relationship between all parties internally and externally to ensure the system provides solutions to the business needs.
* To work with a high degree of flexibility, which may occasionally include weekend working or working outside of normal office hours.

 **Other Duties**

To undertake such other duties as are within the scope and spirit of the job purpose, the job title, and the grade.

Take responsibility for the health and safety of yourself and others in carrying out the duties of the role.

To promote equality, diversity and inclusion in your performance of your duties.

To take responsibility for safeguarding of children and vulnerable adults as a member of UCA staff.

* To actively participate in learning and development to meet the requirements of your role and the University.

# **Selection Matrix**

**This matrix identifies the criteria needed to be effective in the position. These will be used for selection purposes.**

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| **Criteria** | Essential | Desirable | Used to shortlist (max of 5) |
| **Qualifications**  |
|  | Educated to degree level or equivalent industry experience |[x] [ ] [x]
|  |  |[ ] [ ] [ ]
| **Knowledge & Experience** |
|  | Significant experience of CRM  |[x] [ ] [x]
|  | Experience delivering large strategy projects | [x]  |[ ] [x]
|  | Demonstrable project management experience across strategy, planning, implementation, and delivery. | [x]  |[ ] [x]
|  | Experience of developing, delivering, and evaluating segmented CRM nurture and conversion campaigns |[x] [ ] [x]
|  | Experience in use and development of Salesforce to support business needs |[x] [ ] [x]
|  | Knowledge of Hobsons Radius, Gecko and/ or SITS |[ ] [x] [ ]
| **Ways of Working**  |
|  | Proven leadership and significant staff management experience. |[x] [ ] [x]
|  | Knowledge of regulations and legislation governing data, privacy, FOI, and GDPR. |[x] [ ] [ ]
|  | Able to influence senior stakeholders | [x]  |[ ] [x]
|  | Can drive change and lead cross departmental working groups | [x]  |[ ] [x]
|  | Innovative thinker and a creative approach to problem solving  |[x] [ ] [ ]
|  | Excellent oral and written communication skills |[x] [ ] [ ]
| **Personal Attributes/Behaviours** |
|  | Resilience, stamina and reliability under pressure. |[ ] [ ] [ ]

**Does this role require a DBS check?** No