



Staffordshire University Services Ltd

Job Description

Job title	CRM Marketing Officer (MC19-01)
School/Service	Marketing & Communications
Normal Workbase	Stoke campus
Tenure	Permanent
Grade/Salary	6
FTE	1.0 fte
Date prepared	August 2019

Job Purpose

To drive the development and maintenance of Staffordshire University's Customer Relationship Management activity, maximising investment and improving customer journey engagement. To increase open event bookings and attendance rates. To contribute to CRM strategy and progress our CRM activity to increase recruitment and reputation.

Relationships

Reporting to: CRM Manager
Responsible for: N/A

Main Activities

- Support the CRM Marketing Manager in the delivery of key contact strategies, specifically to support:
 - Undergraduate and Postgraduate Recruitment Cycle: Enquiry, Application, Conversion, Clearing & Enrolment
 - Schools and Colleges CRM Activity
 - International CRM Activity
- Contribute to CRM road maps, plans, governance and CRM system improvements.
- Create, check and send email, print and SMS campaigns – including editing copy and HTML/CSS, choosing imagery, videos and other template modifications.
- To be the key contact with other CRM users, overseeing and inputting to training and education.
- Provide campaign analysis and evaluation through written and verbal reporting or dashboards.
- Support in the development and improvement of CRM processes and systems improvements.
- Ensure data and data management is effectively managed across all CRM platforms and liaise with outsourcing external suppliers where necessary.

- Work with Digital Services and other CRM stakeholders to create business and marketing process improvements.
- Work with the Web and Creative Services team to ensure that the University's online content fulfils the requirements of the target audience.
- Contribute to persona information about the University's target audiences.
- Provide competitor analysis reports with insights to improve the University's CRM activities.
- Create work on brand and vision.
- To work with recruitment data and market research to ensure analysis is to benefit of the business.
- To undertake any other reasonable duties as determined by the Director of Marketing & PR

Professional Development

The organisation is keen to support staff in achieving high standards and will expect continuous professional development to ensure up to date knowledge and technical skills in related areas.

Variation to Job Description

The employer reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

If you are successful in being appointed to a professional support role at Grades 1-6, you will be employed by Staffordshire University Services Limited (SUS Ltd).

Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which provides professional support staff to undertake various roles and responsibilities associated with grades 1 to 6 on the Staffordshire University pay scale. You'll work alongside, and under the direction of colleagues, within the University's Schools and Services in the delivery of our University Plan and supporting KPIs. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.