

## Job Description

### General Details

Job title:	Marketing Content and Conversion Officer
School/Service:	Marketing & Communications
Normal Workbase:	London Campus
Tenure:	Temporary
Hours/FTE:	1.0 FTE
Grade/Salary:	Grade 5 £27,732 - £31,602 (inclusive of London Weighting Allowance)
Date Prepared:	Oct 2019

### Job Purpose

To manage Digital Institute London's Enrolment Management strategy and activity (ERM/CRM). To maintain and increase the usage of the ERM/CRM tool (Microsoft Dynamics) and the Marketing Automation Tool (Dotmailer/ClickDimensions). Develop the EMT and Marketing Automation Tool to improve efficiency on leads generation and conversion rate from applicants to enrolments. To drive relevant and contextualised content through a variety of on and off-line channels to facilitate the enrolment of students.

### Relationships

Reporting to:	Director of Digital Institute London/Head of Marketing
Responsible for:	N/A

### Main Activities

- To deliver content, technical and data expertise in the delivery of traditional and e-crm programmes and campaigns, specifically to support:
  - Roadmaps for CRM for Recruitment Cycle: Enquiry, Application, Conversion, Clearing & Enrolment
  - Supporting International CRM Activity
  - Creating multi-channel campaigns (email, SMS, Call Center and DM campaigns)
  - Creating new platforms for various Stakeholder engagement activity
- Sharing best practice across the University, through campaign and returns analysis.
- Through analysis and review, pro-actively recommending contact strategy and opportunity
- To work with CI and DS (and other CRM Stakeholders) to create business and marketing process improvements
- To work with the Web and Digital team to improve customer experience and campaigns effectiveness
- To create work on-brand and with vision.

- To invest time with Enquiries, School Liaison, Admissions and Digital/Web teams to ensure all necessary touch-points are maximised in the customer journey.
- To provide campaign analysis and evaluation through written and verbal reporting
- To work with Recruitment, Data and Market Research to ensure analysis is to the benefit of the business
- Working with external suppliers directly or indirectly (via DS or other Marketing Teams)
- To manage budgets. Reporting on expenditure on a monthly basis
- To undertake any other reasonable duties as determined by the Director of Marketing & Comms and Digital Institute London.

### Special Conditions

The role holder may be required to travel between sites from time to time in a cost effective manner, which may be through the use of a car.

### Variation to Job Description

Staffordshire University 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

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

### Informal Discussion

Should you wish to discuss this vacancy informally before making an application please contact:

RachelGowers, email: [rachel.gowers@staffs.ac.uk](mailto:rachel.gowers@staffs.ac.uk)

### Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.