

JOB DESCRIPTION

Vacancy reference:	SRF36526
Post Title:	Data Insights and CRM Manager
Grade:	7
School/Department:	Global Recruitment and Admissions
Reports to:	Director of Global Recruitment & Admissions (or his/her nominee)
Responsible for:	1 x Grade 6 Internal Insights Manager (with the potential future responsibility for 1 x Enquiries and Data Officer)

Purpose

The Data Insights and CRM Manager will work directly with the Director of Global Recruitment and Admissions and the Head of Global Recruitment (UK). The role will lead a small team providing regular planned and ad hoc insight reporting and analysis to ensure appropriate targeting of resource and maximising return on investment in our student recruitment activities. This post will also be the student recruitment and admissions business lead for our use of the University's Customer Relationship Management (CRM) system, including steering the development and strategy in our use of the system and our wider CRM and Data Roadmap to ensure these insights can be used effectively in the University's engagement with prospective students and applicants.

Main duties and responsibilities

A. CRM focussed duties and responsibilities

1. To define and ensure accurate data capture and recording within the CRM system

- a. Working with the CRM support team to ensure changes to University provision are reflected within the system
- b. Developing and communicating business processes and templates for data capture across GRA, and liaising with colleagues across the institution to align these where possible and appropriate
- c. Ensuring data within the system is recorded effectively to enable proactive marketing, and coordinating with GRA teams on aspects of data governance and data accuracy
- d. Identifying system improvements to facilitate more effective data capture, recording and reporting
- e. Ensuring data protection rules are in place and in line with legal requirements

2. To facilitate the data needs required for the delivery of a communication strategy

- a. Supporting colleagues in the technical aspects of delivery; providing guidance on criteria for marketing lists, and expertise and support in the setting up of email campaigns and associated tools on related digital platforms
- b. Facilitating the monitoring of and reporting on the impact of strategic activity

3. **To identify business requirements and define further development to maximise potential of the CRM system including**
 - a. Maintaining knowledge and understanding of needs of stakeholders across the institution, and working with these to lead on future development requirements
 - b. To lead the development of the GRA CRM roadmap and to act as a point of contact with the CRM team in enabling these developments.
 - c. To be an advocate for the CRM system within the organisation, identifying opportunities for shared ways of working and communicating these effectively
 - d. To work closely with the CRM support team within the University to ensure technical developments as identified and prioritised for development by Global Recruitment and Admissions are implemented in a cost-effective and timely manner, and to take a lead role in User Acceptance Testing (UAT) for future developments related to data capture and the CRM roadmap.
4. **To act as the Global Recruitment and Admissions champion of expertise on its use of the CRM, including:**
 - a. To maintain expertise across the CRM system, associated marketing tool (Dotdigital) and other digital event management platforms, acting as a super-user for each.
5. Liaising with the external providers and account managers on practical aspects such as licensing and training provision related to data capture and the CRM roadmap. Representing the business needs of Global Recruitment and Admissions in CRM strategy and operations groups

B. Data and Insights focussed duties and responsibilities

6. To provide line management responsibility of the Internal Insights Manager, ensuring planned data production (such as weekly Admissions statistics) are produced efficiently and amended as required by Admissions, Heads of School, School Directors of Recruitment and Admissions, and other stakeholders.
7. To manage and develop the Data Roadmap for data outputs required by the Advancement Group (both planned and ad hoc) and ensure that the outputs meet the needs of users whilst supporting the strategic vision of the University.
8. To lead on prioritising, scoping, testing and delivery of data reports to ensure that internally and externally-produced data reports are fit for purpose and meet current and future requirements of the function.
9. To work with colleagues to define reporting requirements, and to work (at times with CRM support colleagues) to produce templates for these, and to have expertise in delivering ad hoc reports as required.
10. In consultation with the Director of Global Recruitment and Admissions, to lead on the production of large-scale data-driven projects, including developing methodologies, coordinating quantitative and qualitative analyses, and drafting reports to meet strategic outcomes.
11. To work collaboratively across Global Recruitment & Admissions and the University, in particular the Advancement Group and Academic Schools to meet objectives, including participation from time to time in wider student recruitment activities (e.g. Open days, Confirmation and Clearing)
12. To undertake other duties as required by the line manager.

Supervision received

Line managed by the Director of Global Recruitment and Admissions (and his/her nominee) with indirect support and leadership being received from the Head of Global Recruitment (UK) on CRM duties and responsibilities.

Supervision given

The postholder will line manage the Internal Insights Manager (with the potential future responsibility for 1 x Enquiries and Data Officer).

Contact

There will be contact with a wide range of people, both internal and external, including prospective students and academic staff.

Terms and conditions

Evening and weekend work will sometimes be required.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

Date assessed: 29th July 2017 (reviewed and updated: 3rd August 2021)

PERSON SPECIFICATION

Job Title	School/Department
Data Insights and CRM Manager	Global Recruitment & Admissions

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Excellent proven project management skills • Strong IT skills, with excellent and proven working knowledge of technical systems, particularly CRM and databases • Outstanding interpersonal skills, including the ability to work with a wide range of people and to inspire trust and confidence • Ability to absorb and master complex and detailed issues quickly • Proven data interrogation, analysis and report writing skills • Strong numeracy, with the ability to work with data • Excellent written communication skills, including superb written accuracy 	<ul style="list-style-type: none"> • Previous use and expertise in Microsoft Dynamics CRM • Previous use of project management tools for IT developments (e.g JIRA) • Previous use of data visualisation software (e.g. Tableau, PowerBI) • Previous use of SITS or other student management software
Attainment	<ul style="list-style-type: none"> • A first degree or equivalent 	
Knowledge	<ul style="list-style-type: none"> • A good understanding of the higher education sector and the student recruitment & admissions cycle • Knowledge of a wide-range of technical systems 	<ul style="list-style-type: none"> • Knowledge of both UK and international recruitment challenges
Relevant Experience	<ul style="list-style-type: none"> • Experience of managing and delivering projects • Experience of tracking against and meeting strategic objectives • Experience delivering projects across multiple stakeholders • Experience of delivering communication plans • Line-management or experience of managing human resources allocated to projects 	<ul style="list-style-type: none"> • Experience of working within a large and complex organisation • Experience of working within a student recruitment role or similar • Experience of line-management in a matrix or shared project setting
Disposition	<ul style="list-style-type: none"> • Highly motivated and proactive with a 'can-do' attitude and a high level of initiative and energy • Astute and incisive • Ability to build a wide range of strong working relationships • Adaptable and resilient through change 	<ul style="list-style-type: none"> • Persuasive and inspiring, able to lead change internally
Completed by: James Ackroyd		<ul style="list-style-type: none"> • Date: 29th July 2017 (Reviewed and updated: 3 August 2021)