

Job Description

Role Title:	CRM Officer
School / Dept:	Research and Knowledge Exchange
Reference:	MPF4127
Grade:	Grade 6
Full or Part time:	Full time
Hours:	1.0 FTE
Reports to:	Commercial Services and CRM Manager

Overview

The University has a new strategy for innovation, which sets out how the University will drive forward its ambitions for research and enterprise and contribute to Salford's strategic priority of Industry Collaboration. This strategy supports our plans to grow industry engagement and income, enhance the student experience, develop critical mass in areas of world class research, produce real-world impacts, and develop a vibrant community of high-quality researcher and enterprise leaders.

To support this strategy, the University has recently merged the Directorate of Research & Knowledge Exchange (RKE) and Industry Collaboration & Commercial Services (ICCS), to create the Research and Enterprise Directorate. The new Directorate will support the integration of Research and Enterprise activity towards a singular integrated approach to Industry collaboration, and to continue to respond to the external knowledge exchange and research drivers of the UK Government and local Innovation Strategies and Global Challenges.

As a member of the Directorate the successful candidate will join a team who collectively support the development of a pervasive research and enterprise culture, enhancing our industry collaboration activities and driving enterprise and research income and increasing capable capacity. Our success will be measured by the multidisciplinary, mutually beneficial nature of this work, for the benefit of our students and campus culture, making Salford the place to create, collaborate, learn and launch a career.

Role Purpose

Working closely with the Commercial Services Manager, the CRM Manager and stakeholders across and outside the University, the Industry CRM (ICRM) Officer will have responsibility for the effective management and development of the University's industry facing CRM database - Dynamics 365.

The ICRM Officer will work to achieve the ambitious vision for Dynamics CRM within the university, which is to provide an institution wide repository of partner interactions across all business areas, developing effective reporting to drive management decision making, and in doing so provide a service differential to our industry partners and other stakeholders. This role is key to the University achieving that ambition.

The post holder will be able to demonstrate excellent problem-solving and analytical skills along with the ability to approach and resolve problems in a prompt, practical and efficient manner. With excellent team working skills, a deep commitment to service excellence and the capacity to work flexibly and effectively with key stakeholders they will be able to use their experience with D365 to contribute to the development of a progressive, innovative

and strategic vision for the University's CRM, and apply best practice to achieve outstanding results for the University and its industry partners. The role holder will be able to identify technical risks, follow technical direction, challenge where appropriate and provide solutions to business requirements.

Principal Duties & Responsibilities

- Lead on the development of the ICRM user interface, migration of data, workflow and reporting.
- Lead on business readiness, User Acceptance testing, launch and adoption
- Be the expert point of contact, engaging and consulting with the University customer and user community, including academic and professional service colleagues at all levels and, using your experience of D365, find solutions to business requirements and to facilitate changes and improvements
- Liaise and negotiate with external and internal stakeholders in pursuit of the best business solutions
- Develop and oversee the production of business intelligence reports, providing in depth interpretation and analysis of the University's business engagement activity to senior decision makers within the University
- Develop and manage school and directorate level reporting via dashboards, including presentation of reports to senior stakeholders, and implement continuous improvement based on stakeholder feedback and requirements
- Supervise and manage all data validation and quality maintenance through daily/ monthly/ quarterly data cleansing exercises such as de-duplication, merging, etc.
- Provide leadership to ensure high levels of data quality by proactively identifying user error and developing and delivering training in order to rectify
- Provide line management of the CRM administrator, setting workload priorities
- Continually review/improve data rules to support the integrity of CRM
- Configure CRM workflows utilising Power Automate in order to ensure efficiency in all operations business engagement operations
- Create and deliver training materials and standard operating procedures and develop an onboarding process for new users.
- Manage database compliance with data protection laws and best practice, updating the Industry Partnerships data privacy notice and DPIA
- With the marketing manager, manage the production of marketing lists/direct mail from the system using Click Dimensions, ensuring compliance with data protection law.
- Collaborate with School and Professional Service colleagues to ensure ongoing business requirements are understood and transposed into functional requirements
- Develop and manage the change request process, making decisions in regard to minor change requests, and advising the User Group on the implications of major change request.
- Lead the CRM Drop-In for University wide stakeholders engaged with the ICRM

- Create and continuously review key system documentation to ensure fitness for purpose
e.g. User policy, Standard Operating procedures

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications

1. An undergraduate degree or relevant professional experience . **(E)**
2. Commitment to continuing professional development. **(E)**

Background and Experience

3. Experience in using MS Dynamics, CRM systems or databases in a University or business environment. **(E)**
4. Track record of developing systems and processes to ensure accurate data driven reporting. **(E)**
5. Experience working in higher education knowledge exchange or business environments. **(E)**
6. Experience of using Click Dimensions to manage direct marketing activity **(D)**

Knowledge

7. Understanding of data privacy considerations when collecting and storing personal information. **(E)**
8. Knowledge of using Office 365 application interoperability to create dynamic workflows. **(E)**
9. Understanding the value of data governance and the importance of data cleansing in an IT enabled business system. **(D)**

Skills and Competencies

10. Excellent business analysis and problem-solving skills, with the ability to interpret and communicate data outputs. **(E)**
11. Ability to build networks and communicate effectively with a broad set of internal and external stakeholders. **(E)**
12. Ability to record information accurately and to deliver consistent high-quality work at a detailed level. **(E)**
13. Ability to work accurately with high level of attention to detail. **(E)**
14. Proactive approach with a commitment to a culture of continuous improvement. **(E)**
15. Professional attitude with a commitment to quality and compliance to standards. **(E)**
16. Ability to show initiative when managing competing priorities and workload. **(E)**