University of Salford MANCHESTER

Job Description

Role Title:	Senior Student Recruitment Officer - CRM
Dept:	Marketing, Student Recruitment and Admissions
Reference:	MPF3092
Grade:	6
Full or Part time:	Full time
Hours:	36.25
Reports to:	Student Recruitment Team Leader

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Overview

Marketing Student Recruitment and Admissions

The Directorate of Marketing, Student Recruitment and Admissions is newly established directorate creating a strong and cohesive structure that brings together colleagues in admissions, applicant experience and enquiries, UK student recruitment, widening participation and marketing and digital creation, to ensure an excellent applicant experience and to support and deliver the University's brand and reputation strategies.

Student Recruitment and Widening Participation

We're a busy and lively team whose core focus is the provision of information, advice and guidance to young people to support their decision-making regarding higher education.

Student Recruitment and Applicant Services

Focused on the enquirer and applicant journey, we provide the touch point for all enquirers and applicants during their journey to higher education as well as managing the University's relationships with feeder schools and colleges in the UK and Ireland.

With a customer service focused approach, we manage the provision of information, advice and guidance via both incoming enquiries and during outbound events and engagements, ensuring that all enquirers are provided with appropriate information to best inform their decision-making regarding higher education.

We work closely with key influencers including teachers, advisors and parents with the aim of attracting and recruiting those students who will best benefit from the University of Salford experience. Alongside this we lead on the organisation and delivery of Open Days, offer holder days and applicant interviews, working in partnership with Admissions, Marketing, Estates and academic colleagues to ensure the highest quality applicant experience.

Working closely with Marketing and Market Insight, we are also responsible for ensuring that CRM technology is utilised effectively, that the enquirer and applicant journey is as seamless as possible and that timely and accurate information is provided at relevant parts of the student journey. We also manage a communications plan with our feeder schools and colleges as well as providing engagement opportunities for our teachers and advisors.

The team works in partnership with a wide range of professional services and academic colleagues in the achievement of its objectives.

Widening Participation

The WP Team work primarily with school aged learners from disadvantaged or underrepresented backgrounds to raise aspirations and to deliver impartial information, advice and guidance about educational pathways.

We work with a variety of partners collaboratively to deliver projects and programmes to help learners make decisions about higher education. The team are experienced facilitators, who understand barriers that children and young people can face when making choices about their progression. The activities and events offered by the team are carefully designed to help learners make informed decisions more confidently, with greater self-belief and understanding of their potential.

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Role Purpose

We are seeking an experienced and proactive team member to support the management of our Customer Relationship Management (CRM) system for applicants and enquirers along with supplementary systems used throughout the applicant and enquirer journey. Working closely with colleagues in Marketing and specifically with the Assistant Marketing Manager: Applicant Communications, the post-holder will lead the implementation and management of the enquirer and applicant communication plans as well as supporting enquiry handling, data capture, interview and event management.

The role will support the identification of system development requirements, process improvements and training, including training academic colleagues in system use and management. In conjunction with the CRM and Enquiries Team Leader the role holder will be responsible for the data integrity within the system and for developing new functionality to assist student recruitment and conversion activities.

The Student Recruitment Team is responsible for managing a wide range of enquirer and applicant services from course enquiries to open days. You will be expected to be flexible and customer focused and to ensure excellent working relationships with colleagues throughout the University. The role holder will be expected to have knowledge of the full range of the team's activities and be able to support and/or cover for other Senior Recruitment Officers as appropriate. Exemplary team working skills are critical to this role as is the ability to communicate and negotiate with a wide range of staff.

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Principal Duties & Responsibilities

Please note that this is a list of duties performed by all Recruitment Assistants within the team. It is expected that each Assistant will have a particular specialism, but all Assistants are expected to work as a team and cover all duties when required.

- To support the development of the University's CRM activity plan for undergraduate and postgraduate enquirers and applicants, including communications, case management, interview and events management, ensuring a seamless journey for enquirers and applicants;

- To lead on the implementation and delivery of the annual applicant and enquirer communications plans, taking responsibility for segmenting the data based on the audience and managing communications pathways for automated, time-specific or ad-hoc communications;

- To lead the day-to-day management of systems tasks, delegating to junior colleagues, as appropriate and ensuring daily tasks are completed and any issues escalated as appropriate;

- To support the wider team as a system Super User and Champion, maximising the benefits of the CRM system, ensuring we understand and take advantage of the new functionalities offered within the system;

- To lead on the provision of system training and guidance to the Recruitment, Admissions and Marketing teams and act as a system expert in advising on the use of the CRM for communications. As part of this, to develop and maintain a series of user guides (Standard Operating Procedures) that contextualise system use and actively participate in University-wide CRM user forums, representing the department's needs;

- To analyse system data to develop and deliver campaign reports on engagement with emails to senior staff as appropriate, and to work to continuously shape and evolve our communication strategy;

- To support the integration of the CRM system into the team's daily working activities ensuring a full understanding from team members as appropriate to their role. To advocate good practice and advise on the latest product developments and system improvements;

- Develop robust data capture and data quality processes and procedures, adhering to data protection legislation, to support the delivery of targeted communications, reporting and evaluation;

- To work with colleagues across the department and with the International Recruitment team to capture enquirer data from external events and to ensure that enquiry data from third parties is appropriately validated, formatted and imported into the University's CRM;

- To be an expert user of Qlikview/PowerBI and other appropriate reporting tools, with a strong understanding of the admissions process and associated Banner terminology and codes;

- As a senior member of the team, to act as a supervisor and line manager for Student Recruitment Officers and Assistants as appropriate; to act as the team's representative on University and departmental-wide groups and projects, and to deputise for the Applicant Services Manager, where required;

- To proactively manage the day-to-day provision of online activity such as the University's enquiries chat bot and live chat facilities, ensuring we keep up to date with the recruitment cycle and visible trends in applicant and enquirer behaviour;

- To support the delivery of digital engagement activities within the team;

- To be an active member of both internal and external networks keeping abreast of developments in CRM, customer engagement and data protection and management both within and outside the sector;

- To support the annual Clearing campaign with specific reference to data capture for Clearing enquirers, data management, communications, Team channel and timely reporting.

- To lead on training academics on using elements of CRM that support Student Recruitment, specifically during Clearing and Confirmation.

- To liaise with internal and external stakeholders as appropriate and keep up-to-date with sector-wide developments in CRM and data protection and management.

- To support the CRM and Enquiries Team Leader in ensuring that data protection and other relevant legislation is being followed.

- To support the workload of other Senior Recruitment Officers in the team as required and to line manage the work of the Recruitment Officers and Assistants and Student Ambassadors as appropriate.

- To 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;

- To promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with 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.

Please note that all staff within the Student Recruitment Team are occasionally expected to work weekends and outside of normal office hours (e.g. over the Confirmation and Clearing period, Open Days etc.). It should also be noted that during exceptionally busy periods it may be necessary to restrict annual leave.

Person specification follows on next page

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Person Specification

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

Qualifications

1. Educated to degree level or equivalent (E)
2. Evidence of continual professional development (D)
3. A professional or postgraduate qualification (D)

Background and Experience

4. Significant demonstrable experience of successfully delivering effective CRM system support – awareness of Microsoft Dynamics would be an advantage (E)
5. A strong understanding of customer behaviour, key influences and associated processes. (E)
6. Experience of delivering staff training and breaking down complex information into user-friendly instructions. (E)
7. Significant experience of marketing communication management, including managing templates, data, subscription centres and quality assurance processes. (E)
8. Experience of staff supervision and contribution to team development. (E)
9. Experience in online customer engagement such as chat bots, live chat or other engagement opportunities (D)
10. Demonstrable experience in project management/co-ordination. (D)
11. An interest in digital marketing techniques and an understanding of how they integrate with CRM (D)
12. Experience of working within the Higher Education sector, ideally within Student Recruitment, Marketing or Admissions. (D)

Knowledge

13. Knowledge of industry and sector CRM developments and innovations. (E)
14. Knowledge of relevant data protection legislation. (E)
15. An awareness of the Higher Education sector and an understanding of the recruitment cycle with particular reference to applicant and enquirer communications. (D)

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Skills and Competencies

16. Excellent organisational and time management skills. (E)

17. Personal credibility and the ability to gain confidence and trust at all levels within the organisation. (E)

18. Strong customer focus with a track record in delivering outstanding customer service. (E)

19. Efficient approach with a strong attention to detail and a commitment to producing high quality work. (E)

20. Strong data analysis skills. (E)

21. Problem solving skills and a willingness to challenge conventional methods, and react to changing requirements. (E)

22. An enthusiastic and results orientated approach and a commitment to providing services for our applicants and enquirers based on best practice. (E)

(E) – Essential (D) – Desirable