

## **JOB DESCRIPTION**

**Job Title: International CRM and Conversion Officer**

**School / Service: Student Recruitment / Marketing**

**Ref no: MKG257-R**

**Campus: Hendon**

**Grade: 6**

**Salary: £31,834- £36,508 per annum including outer London weighting**

**Period: Permanent**

**Reporting to: International Marketing Manager**

**Reporting to Job Holder:**

### **Overall Purpose:**

*Under the direction of the International Marketing Manager to plan and deliver CRM and conversion strategies; as well as developing and implementing segmented and tailored CRM pathways and content to encourage international prospective student retention and drive conversion.*

This post will be responsible for implementing the international marketing strategy and coordination of marketing activity that will drive growth in international student recruitment both to London and overseas campuses.

The International CRM and Conversion officer will work with the International Marketing Manager to implement conversion marketing activities and will provide support to the regional teams, as well as develop the CRM pathway and associated content and materials to support and increase the conversion of enquirers and applicants to students.

The role requires a strong target and metrics driven approach, strong communication and influencing skills across cultures, attention to detail, extensive CRM methodology and systems experience.

### **Principal Duties:**

- To develop, co-ordinate and implement the international CRM and conversion plans for international recruitment
- Identify a resource model to qualify leads (e.g. outsourcing conversion)
- Customer Journey Mapping analysing touch points with the institution and maximising conversion opportunities
- Create segmented and targeted, personalised multi-channel contact plans to increase conversion from each region
- Work with key staff in regional offices to ensure central and regional activities are aligned and optimise conversion whether delivered centrally or locally
- Work across other marketing teams in a matrix structure

- Work with the International and relevant wider Marketing teams to co-ordinate, develop and deliver a well segmented and tailored multi-channel CRM pathways for prospective International students
- Construct and develop a reporting framework to enable continuous improvement in outcomes and achievement of goals at different stages of the prospect journey
- Ensure that all International student journeys are mapped and documented – working closely with student engagement to bridge and optimise transition to enrolled student
- Report campaign analysis on a regular basis – particularly in relation to conversion touchpoints and suggest enhancements where applicable
- Deliver copy and associated content aligned to brand and audience motivations

**Hours:** 35.5 hours per week for 52 weeks per annum (see flexibility below).

**Leave:** 30 per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

**Flexibility:** Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

## **PERSON SPECIFICATION**

**Job Title: International CRM and conversion officer**

### **SELECTION CRITERIA:**

#### **Education / Qualifications**

**Essential:** Degree educated ideally from a marketing or related degree or equivalent relevant experience

**Desirable:** Relevant CIM / IDM Marketing or qualification

#### **Experience:**

##### **Essential:**

- Demonstrable experience in email and customer marketing and working with complex, segmented content
- Strong background in data marketing
- Experience planning events focused around lead generation and engagement
- Ability to work in a matrix structure
- Demonstrably strong copywriting skills, particularly writing for email and in keeping with brand guidelines.
- Experience developing and implementing a recruitment / retention campaign that stretches across email, social media, direct mail, face to face and alternative channels.
- Able to manage and prioritise multiple projects at any one time

- Extensive working knowledge of best in class CRM systems and solutions

***Desirable:***

- Previous experience with International HE Recruitment
- Direct experience with Hobson's or another similar CRM system
- Good knowledge of both UK and international HE sector or similar
- Agency liaison experience

**Knowledge:**

***Essential:***

- Good knowledge of CMS and CRM
- Good knowledge Customer experience

***Desirable:***

- Good understanding of Google analytics and data analysis tools and associated dashboards
- Good knowledge of Photoshop or similar adobe programmes
- Good knowledge of HTML

**Skills:**

***Essential:***

- Strong communication skills in an international environment
- Great organisational and planning skills

**No Parking at Hendon campus:** There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

**Flexible working applications will be considered.**

**Closing date: See job advertisement**

**What Happens Next?**

**If you wish to apply for this post please return to the portal and click on Apply Online.**

If you wish to discuss the job in further detail please contact Gurdip Binning at [g.binning@mdx.ac.uk](mailto:g.binning@mdx.ac.uk) or on (020) 8411 6237.