

JOB DESCRIPTION

Job Title:	Conversion & CRM Coordinator
Ref no:	MKG258-R2
Campus:	Hendon
School/Service:	Marketing
Grade:	5
Salary:	£27,801-£30,979 per annum including outer London weighting
Period:	Permanent
Reporting to:	Conversion & CRM Manager

Overall Purpose:

The post holder will ensure the smooth, professional and efficient running of the University's conversion and engagement campaigns with prospective students and applicants, supporting the delivery of an integrated communications plan across all digital channels.

In conjunction with the Conversion & CRM Manager and the Conversion & CRM Officers, the post holder will develop email marketing campaigns and will coordinate the delivery of wider conversion activities. The post holder will also support the Applicant Services team in providing support and guidance to applicants and potential applicants, and will work with the Digital Marketing team to ensure effective capture of prospective student information and the support of the systems underpinning the customer journey.

Principal Duties:

- Creating and testing engaging email campaigns for a range of stakeholders through an online email marketing solution, providing suggestions in relation to copy, formatting and creative to ensure maximum impact of communications
- Ensuring appropriate segmentation of complex data within the CRM system, building targets and relevant filters which ensure exceptional levels of accuracy when sending large volume email campaigns
- With the Conversion & CRM Manager and Conversion & CRM Officers, contribute to the annual plan of conversion and CRM activities, ensuring these are aligned to the customer journey and are appropriately targeted and personalised
- Coordinate the delivery of individual activities or projects in the conversion and CRM plan, taking responsibility for its successful delivery, including but not limited to the set-up of these activities on online platforms, communication to stakeholders prior to and during the activities and assisting with the moderation of online sessions, responding to queries as appropriate

- Supporting in the development and maintenance of web landing pages relating to on-line campaigns and ensuring that these are kept up to date and are appropriate to the relevant target audience
- Developing and building online forms to ensure effective capture of prospect/enquirer details
- Coordinating the development and maintenance of booking management systems for on-campus recruitment and conversion events and the communications campaigns to attendees across all channels
- Collating feedback and audience behavioural data and trends in relation to the enquiry and applicant pool and how they are engaging with conversion campaigns, ensuring this is fed into regular reports on the effectiveness of campaigns and conversion initiatives
- Participating in student recruitment events such as Open Days and Experience Days, as well as other large-scale events held on campus and in the UK
- Assisting with the provision of excellent customer service to prospective student enquirers and applicants where required, and coordinating the email marketing campaigns that provide admissions advice to enquirers and applicants
- Support the Course Ambassador scheme, managing Course (Brand) Ambassadors on a daily basis and work with the wider student community on development of engaging user generated content to strengthen communications
- Working with the CRM Manager to ensure the integrity of data held in the CRM system, the reporting on this data and in supporting the data infrastructure and governance for the CRM platform, understanding the data structures and the integration with other university systems
- Undertake data imports into the CRM system where required, ensuring accuracy of data and cleansing appropriately
- Undertake competitor intelligence and mystery shopping in relation to conversion campaigns, and coordinate updates on sector, audience and competitor trends and behaviours from colleagues within Student Marketing
- Ensuring all activities are delivered within compliance frameworks, including but not limited to Competitions & Markets Authority (CMA) and General Data Protection Regulation (GDPR)
- Any other duties required by the Conversion & CRM Manager, Head of Student Marketing or Director which are commensurate with the grade of the post.

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

Leave: 25 days 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: Conversion & CRM Coordinator

Your supporting statement on your application form will be assessed to see how you meet each of the following criteria

SELECTION CRITERIA:

Education / Qualifications

Essential:

- Degree or equivalent relevant experience

Experience:

Essential:

- Experience of working in an administrative or customer service role in a complex organisation
- Experience of using large, complex databases
- Advanced Microsoft Excel experience and capabilities
- Experience in data analysis and segmentation

Desirable:

- Experience in a marketing or university student recruitment role
- Experience in using email marketing platforms
- Experience in html and its use in webpage design and email marketing

Knowledge:

Essential:

- Ability to demonstrate a general understanding of the prospective student lifecycle/process from enquirer to enrolled student
- Understanding of the principles of customer relationship management and email marketing

Skills:

Essential:

- Strong written and verbal communication skills
- Strong interpersonal skills and collaborative approach to working
- Ability to convey complex information with impact
- Excellent organisational and problem solving skills

- High level of attention to detail and accuracy
- Ability to prioritise own workload across a variety of tasks, working to tight deadlines

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.

For further information on the role, or to arrange an informal discussion, please contact Stefanie Mainstone, Conversion & CRM Manager, by email to S.Mainstone@mdx.ac.uk