

JOB DESCRIPTION

Job title:	CRM Data & Insights Officer
Ref no:	MKG516
Campus:	Hendon
Faculty/Service:	Student Recruitment, Marketing and Communications
Grade:	5
Salary:	£33,125 per annum rising to £36,698 incrementally each year inclusive of Outer London Weighting
Hours:	35.5 hours per week
Period:	Permanent
Reporting to:	CRM Communications Manager
Reporting to job holder:	n/a

Overall purpose

The CRM Data and Insights Officer is responsible for managing, analysing and interpreting data within the University's customer relationship management (CRM) systems to optimise recruitment and conversion communications. They will possess a strong analytical mindset, with proficiency in segmentation, campaign reporting and stakeholder collaboration.

The post holder will support the student recruitment marketing strategy by delivering timely and actionable insights, supporting data-driven decision-making across campaigns. Working closely with the CRM Communications Manager and wider digital and marketing teams, they will help maximise the effectiveness of CRM activity and campaign performance.

Exceptional attention to detail and an ability to translate complex data into actionable insights is essential. The post holder will translate data and statistics into digestible narratives, ensuring all stakeholders understand what the data truly means.

This post plays a vital role in enabling the transition from legacy CRM systems to a new enterprise CRM platform, ensuring the integrity, accuracy, and usability of data throughout the transformation.

Principal Duties:

CRM data management and optimisation

1. Ensuring the quality, accuracy and consistency of data held in the CRM platform, supporting effective segmentation, targeting and personalisation.
2. Leading on segmentation strategy, identifying key groups based on behavioural, demographic and engagement data.
3. Supporting the migration of CRM data from legacy systems to the enterprise platform, maintaining service continuity and data governance.
4. Collaborating with the Digital and Library Services function to implement data management best practices, including lead scoring, deduplication, tagging and source tracking.
5. Supporting development of campaign journeys by providing insight into user flows, drop-off points, and optimisation opportunities.

Insights and reporting

6. Delivering regular and ad-hoc reporting on the performance of CRM communications campaigns and customer journeys.
7. Identifying trends and behaviours in CRM engagement to inform content, channel and timing strategies.

8. Developing dashboards and visual reports to share campaign effectiveness and audience insights with stakeholders across the University, in ways which are easily digestible, informative and engaging.
9. Using insights to recommend changes that increase conversion rates, drive engagement and inform wider recruitment strategy

Stakeholder collaboration and best practice

10. Working closely with the CRM comms Officers, digital team and events team to advise on data-led decision making and campaign targeting.
11. Championing a culture of insight-led marketing within the student recruitment, marketing and communications directorate.
12. Providing training and guidance to colleagues on CRM data capabilities and interpreting campaign metrics.
13. Monitoring sector trends and new approaches in CRM data, analytics and reporting, bringing fresh ideas into the team.

Other responsibilities

14. Any other duties required by the CRM Communications Manager or Head of Digital Marketing which are commensurate with the grade of the post.
15. As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.
16. The post holder will actively follow Middlesex University policies including Equality & Diversity policies.
17. The post holder will carry out all duties in accordance with the University's vision and values,
18. The post holder will ensure compliance with the Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency and security of information as appropriate, taking personal responsibility for all personal data within our working environment.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

PERSON SPECIFICATION

Job title: CRM Data and Insights Officer

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

SELECTION CRITERIA

Essential

- Significant experience working with CRM systems and managing large data sets.
- Demonstrable experience of campaign analysis, segmentation and data visualisation.
- Excellent attention to detail and commitment to data integrity.
- Ability to interpret and communicate complex data in an understandable and actionable way.
- Experience working across multiple stakeholder groups to deliver insight-led outcomes.
- Good understanding of marketing campaign lifecycle and customer journey optimisation.
- Strong proficiency with CRM databases, Microsoft Excel and data analysis and presentation tools (e.g. Power BI, Google Data Studio or similar).
- Understanding of GDPR principles and data protection measures.
- Self-motivated, with strong organisational and time-management skills.

Desirable

- Experience using Microsoft Dynamics, Gecko CRM system and/or advanced CRM techniques
- Professional qualification in data analytics, marketing or CRM systems
- Knowledge of the HE sector or target audience

Terms and Conditions

Diversity

We value diversity and strive to create a fairer, more equitable work environment for our staff and students. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

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.

MU Services Limited

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff. All University professional services staff job descriptions, policies and procedures and the University Professional Services Staff Handbook will apply to both Middlesex University staff and MU Services Limited staff during their employment, unless where expressly stated otherwise. Staff will remain with their current employer, unless they move to an academic or academic related role.

Annual Leave

30 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.

Travel to Hendon Campus

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.

Public Transport

Our Hendon Campus is well served by public transport with buses, London Underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL (www.tfl.gov.uk) and have a look at our directions and location map to help plan your travel: <http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

Parking

There are currently *Regular Parking Permits and Pre-Paid Parking options* available to new joiners. *Further details are available on the Travel and Transport page on the staff intranet.* Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.

Parking for Disabled Staff

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

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 Swéta Rana, Head of Digital Marketing, s.rana@mdx.ac.uk