

JOB DESCRIPTION

Job Title:	CRM Communications Manager
Ref No:	MKG528
Campus:	Hendon
Faculty/Service:	Student Recruitment, Marketing and Communications
Grade:	7
Salary:	£43,811 per annum rising to £50,136 incrementally each year, inclusive of Outer London Weighting
Hours:	35.5 hours per week. Actual daily hours by arrangement.
Period:	Permanent
Reporting to:	Head of Digital Marketing
Reporting to job holder:	CRM Communications Officer x4, CRM Data and Insights Officer

Overall Purpose

The CRM Communications Manager will lead and optimise our customer relationship management (CRM) communications. This role will focus on developing and executing targeted, data-driven campaigns which enhance student recruitment, engagement, and retention. The successful candidate will play a key role in ensuring that our messaging is effective, personalised, and aligned with our wider marketing and student engagement strategies.

The role will shape and develop effective, compelling communications to convert leads, encouraging offer holders to choose Middlesex University as their place of study and ultimately helping to ensure we meet our ambitious objectives.

Middlesex University is in the middle of a huge CRM transformation, migrating from legacy technologies to a new enterprise solution. The CRM Communications Manager will play a big role in ensuring that migrations do not result in any loss of service, as well as optimising the effectiveness and appeal of comms as new functionalities allow.

The CRM Communications Manager will lead on benchmarking and evaluating the effectiveness of communications. They will use their insights to make recommendations and evolve the shape of Middlesex University's comms plans, engaging with content owners and stakeholders across the University.

The post holder will also be responsible for leading and developing a team of CRM officers.

Principal Duties

Email Marketing and Conversion Campaigns

- Developing and implement CRM communication strategies to effectively engage prospective and current students.
- Driving a strategic approach at University and Faculty levels concerning end-to-end prospective student communications, considering agreed subject priorities and ensuring success through:

- Conversion of enquirers (leads) to applicants, and applicants to enrolled students.
- Peer-to-peer engagement and advocacy between current students and prospective student audiences, aimed at further raising awareness and the University's reputation, including targeting influencers of prospective students.
- Growth in income and reputation related to student recruitment in core markets, including undergraduate, postgraduate taught, and postgraduate research programmes, as well as emerging/new pathways such as continuous professional development (CPD), modularised learning, and work-based learning
- Ensuring the development and delivery of frameworks that enhance Middlesex's current customer journeys - this includes planning and managing communications across all outbound engagement channels, such as email, telephone, and SMS, encouraging two-way engagement and personalised interaction wherever possible.
- Leading best practices in email marketing, ensuring integration into prospective student journeys and nurture tracks, while communicating effectively with broader stakeholders involved in engagement, such as international marketing and current student engagement teams, as well as academic departments.
- Overseeing the implementation of audience segmentation in all central communications and engagement, including lead scoring.
- Developing automated workflows and nurture campaigns to enhance student journeys.
- Collaborating closely with marketing, admissions, student recruitment, and academic teams to ensure CRM campaigns align with marketing and University strategy.
- Maintaining and managing the CRM database, ensuring accuracy and compliance with GDPR and other data protection regulations.
- Ensuring brand messaging and tone of voice are compelling and consistent across all communications to maximise reputation and impact and ensure accuracy and compliance with Competition and Marketing Authority (CMA) guidance.

Reporting and Performance Management

- Continuously testing, measuring, and refining CRM communications to improve effectiveness.
- Analysing data and insights to optimise communications and improve engagement rates.
- Working with the Head of Digital Marketing to ensure key performance indicators (KPIs) around the impact and experience of communications and engagement are set across the prospective student journey and monitored frequently, refining activities as appropriate.

- Making effective use of CRM data across the University to provide performance evaluations of various customer-centric communication activities, including recommendations, refinements, improvements and future developments.
- Providing management reports and feedback on customer communications, including reports to relevant internal stakeholders, University committees and senior managers.
- Producing monthly insights and summaries in a reporting framework determined with the Head of Digital Marketing.

Competitor and Sector Monitoring and Insight

- Providing strong awareness of the competitor landscape, with a focus on overall recruitment positioning/Unique Selling Points (USPs) and benchmarking of competitor marketing tactics.
- Staying informed of best practice and new marketing communications techniques that will appeal to our target audiences.

Other

- Any other duties required by the CRM Communications Manager or Head of Digital Marketing which are commensurate with the grade of the post.
- As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.
- The post holder will actively follow Middlesex University policies including Equality & Diversity policies.
- The post holder will carry out all duties in accordance with the University's vision and values.
- The post holder will ensure compliance with the Data Protection Act 2018 and General Data Protection Requirements (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 Communications Manager

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

SELECTION CRITERIA

Essential

- Educated to degree level or equivalent relevant experience
- Proven ability to build and maintain strong internal working relationships with excellent communication, listening, influencing, negotiating and diplomacy skills
- Proven ability to deliver under significant pressure and to tight timeframes, evidencing agility in delivery
- Proven experience in developing and executing large-scale communication and engagement plans which achieved measurable results
- Experience in working with customer relationship management (CRM) and email marketing platforms and developing nurture tracks
- Experience in segmentation work in relation to communications and the targeting of activities around personas
- Excellent copywriting and content development skills with strong attention to detail
- Ability and experience in setting, monitoring and reporting against targets to key internal stakeholders
- Line management experience and ability to lead and motivate a team, and across teams, in a matrix structure, maximising efficiency in a constantly evolving environment
- Demonstrable commitment to fairness and the principles of equality and inclusion

Desirable

- Professional marketing qualification such as Chartered Institute of Marketing (CIM) and Institute of Data & Marketing (IDM) or equivalent etc.
- Knowledge of the higher education sector or target audience.

Equality Diversity and Inclusion

Essential:

- Demonstrable commitment to fairness and the principles of equality and inclusion.

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