

## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Customer Experience Communications Officer</b>
<b>Ref no:</b>	<b>MKG223</b>
<b>Campus:</b>	<b>Hendon</b>
<b>School/Service:</b>	<b>Marketing</b>
<b>Grade:</b>	<b>6</b>
<b>Starting Salary:</b>	<b>£31,210 per annum inclusive rising to £35,792 incrementally each year.</b>
<b>Period:</b>	<b>Permanent</b>
<b>Reporting to:</b>	<b>Undergraduate Customer Experience Marketing Manager</b>

### **Overall Purpose:**

The post holder will be responsible for planning and delivering engaging and innovative communications across the customer journey. This role will support the implementation of our UK student recruitment marketing strategy, under the guidance of the Customer Experience Marketing Manager (UG) and with support from the wider Customer Experience Team.

You'll have experience of working with at least one CRM system and be able to demonstrate a good working knowledge of CRM processes, including the segmentation of key audiences. You'll have experience of creating and re-purposing content with a creative flair, recognising the audiences we are targeting. You'll also have strong planning and project management skills and the ability to develop effective working relationships.

This role will be responsible for creating and re-purposing content, and the segmentation, testing, delivery and analysis of all customer experience marketing communications. In addition to supporting CRM email marketing campaigns, you will also be responsible for managing our Course Ambassador scheme and assisting with other communications tactics (such as direct mail, SMS and telephone marketing campaigns), whilst ensuring that all campaigns are personalised and highly targeted to ensure maximum conversion at each stage of the customer journey.

The role will also be responsible for shaping and developing effective, compelling communications to convert leads, encouraging offer holders to choose Middlesex University as their place of study and ultimately work to help ensure we meet our ambitious objectives.

Excellent organisation, communication, interpersonal skills coupled with a high level of attention to detail is also essential. This is to ensure that high quality communications are delivered, as well as an exceptional customer experience.

### **Principal Duties:**

#### **Key Duties**

- Create and deliver a calendar of specific communications, developing and shaping the CRM content/email plan

- Manage all CRM communications projects, including scoping and implementing communications (and related content), liaising with the CRM manager as appropriate
- Analyse, evaluate and report on all email campaigns for internal evaluation and make recommendations for enhancements where necessary
- Create relevant content across all of the customer journey touch points, linked to the recruitment cycle and based on insights about our target audience segments
- Carry out segmentation and marketing lead management, including lead scoring
- Be the first point of contact and lead on the development of all CRM content for student recruitment audiences, managing and facilitating the process to develop new content
- Coordinate and organise all relevant meetings for the development of CRM content for all student recruitment audiences
- Work collaboratively across teams, particularly the content team, to ensure that all content and communications are integrated across channels (including social)
- Ensure events and conversion activities are segmented and personalised where appropriate, with information tailored to their needs at that particular point in the customer journey
- Manage and oversee the programme of Course Ambassadors that provide content for the customer experience team; providing training and setting/managing tasks
- Devise and provide relevant training to all course ambassadors (and student ambassadors) to ensure that they are well prepared and able to complete all tasks asked of them to a high standard (digital and customer experience events)
- Work with the Design team (and other agencies when appropriate) to produce assets for emails and other relevant communications, such as digital content
- Conduct wider analysis of customer experience activity and provide specific reports, as appropriate
- Act as an expert for CRM and wider communications, within the customer experience team
- Take ownership and responsibility for the delivery of online student recruitment focused events, through social media channels in partnership with, but not limited to, the content team and the student recruitment marketing team
- Develop and manage an effective network of contacts in academic departments, professional services and externally to support the development of our communications, including influencing and persuading as necessary;
- Liaise internally within the Marketing department, as well as other stakeholder departments in the organisation (including the Students' Union), developing strong relationships to acquire potential content and ideas for digital communications
- Contribute to the development of annual student recruitment marketing plans and the wider customer journey to support agreed targets, in conjunction with colleagues across the wider marketing group

#### **Other Duties**

- Develop good awareness of the competitive landscape with a focus on overall recruitment positioning/USPs and benchmarking of competitor marketing tactics
- Stay informed of best practice and new marketing communications techniques, that will appeal to our target audiences
- Produce reports analysing key marketing metrics, trends/recruitment progress as required
- Assist the wider customer experience team as required

## PERSON SPECIFICATION

**Job Title: Customer Experience Communications Officer**

### SELECTION CRITERIA:

Essential: Significant experience working in a marketing communications role and using a CRM system

Essential: A first degree or equivalent experience that demonstrates an understanding of marketing/communications principles.

Essential: Excellent copywriting skills with the ability to deliver top quality written communications to a wide variety of audiences and across multiple channels

Essential: Good understanding of requirements for delivery of effective marketing communications online and in print

Essential: Excellent administrative and organizational skills including the ability to time manage and work under pressure

Essential: High level of computing skills, including CRM experience

Essential: Self-motivated and able to meet agreed objectives on own initiative

Essential: Experience of communicating with and influencing complex stakeholder groups within an organisation

Desirable: Extensive experience using a Hobsons CRM system and/or advanced CRM techniques

Desirable: Experience of marketing products or services to a relevant consumer group

Desirable: Professional marketing qualification (such as CIM / IDM, etc)

Desirable: Knowledge of the HE sector or target audience

**Hours:** 35.5 hours per week, actual daily hours by arrangement

**Annual Leave:** 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro-rata for part-time staff)

**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.

**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.**

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

**Interview date:**

**What Happens Next?**

If you wish to discuss the job in further detail please contact Stef Mainstone:  
S.Mainstone@mdx.ac.uk