



Edge Hill University

CRM Coordinator

Reference: EHA2017-0722

Salary: £22,254 - £24,174 per annum
Grade 4, Points 15 – 18

Contract Type: Permanent

Hours: Full Time (36.25 hours per week)

Location: Ormskirk



It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job Description for the post of:

**CRM Coordinator
Full Time (36.25 hours),
Permanent
EHA2017-0722**



**Edge Hill
University**

Accountable to: Head of Student Recruitment

Reporting to: Senior CRM Officer

About the Role

This role supports the University in building effective relationships with potential students and applicants through the creation and delivery of high quality communications. The successful candidate will be responsible for creating and delivering content in line with annual communications plans, liaising with colleagues in Marketing and Admissions to ensure messages are engaging, consistent and timely across various channels including email, SMS and print.

Utilising the CRM system, the postholder will support the creation of content relating to campaigns and events to drive conversion at various stages of the student recruitment journey. The postholder will be responsible for coordinating regular live chat sessions and call campaigns across different audiences to increase engagement with the University and will support the CRM Team in maximizing the capabilities of the system.

Duties and Responsibilities

Specific:

1. Lead on developing and implementing engaging and impactful communications for large-scale events, such as Open Days, to increase bookings and attendance levels.
2. Monitor event booking and attendance data, providing regular reports to update key stakeholders and inform decision making.

3. Support the delivery of University wide events, with particular responsibility for the booking and registration process.
4. Be the first point of contact for colleagues in the Student Recruitment Events Team to support with requests for creating events in the CRM system and delivering event related communications.
5. Based on evidence and analysis, review, develop and contribute to communication plans that build relationships and engage with prospective students throughout the recruitment cycle.
6. Promote the distinctiveness of Edge Hill University through high quality, relevant and engaging communications with applicants.
7. Take a lead role in the university's conversion activity, utilising the CRM system to maximise events bookings and attendance and ensure ongoing applicant communications are effective and timely.
8. Work closely with the Marketing Team to ensure that all communications are on brand, high quality and tailored to the target audience.
9. Collate and compile reporting data to allow for effective analysis and evaluation of the impact of marketing and communications activity.
10. Project manage key recruitment campaigns using a range of media including SMS, email and live chat software, proactively monitoring the impact and making suggestions for improving output and reach.
11. Lead on developing and delivering key conversion activity involving live chat software and call campaigns.

General:

12. Demonstrate excellent Customer Service when dealing with all customers of the Student Recruitment Team.
13. Make a positive contribution to the work of the Student Recruitment Team.
14. Undertake any other duties as required by the line manager.

In addition to the above all Edge Hill University staff are required to:

- a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety
- b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons

- c) Undertake appropriate learning and development activities as required
- d) Participate in Edge Hill's Performance Review and Development Scheme
- e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner
- f) Demonstrate excellent Customer Care in dealing with all customers

Salary: Grade 4, Points 15-18
 £22,254 - £24,174 per annum

Hours: 36.25 hours per week

It is expected that the post holder will work flexibly according to the demands and responsibility of the job, evening and weekend work will be required.

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.

Person Specification for the post of:

CRM Coordinator
Full Time (36.25 hours),
Permanent
EHA2017-0722



Please note that applications will be assessed against the Person Specification using the following criteria, therefore, applicants should provide evidence of their ability to meet all criteria.

Methods of Assessment include Application Form (A), Supporting Statement (S), Interview (I), Test (T) & Presentation (P).

| | | Essential | Desirable | Method of assessment (I/A/S/T/P) |
|---------------------------------|--|-----------|-----------|----------------------------------|
| Qualifications | | | | |
| 1 | Educated to degree level or to have relevant work experience | * | | A |
| Experience and Knowledge | | | | |
| 2 | Basic knowledge of marketing and Customer Relationship Management (CRM) processes | * | | S/I |
| 3 | Experience of identifying content from a wide range of sources, using copywriting and editing skills to create engaging communications for a defined target audience | * | | S/I/T |
| 4 | Experience of working in the Higher Education sector and a good knowledge of the undergraduate application process | | * | S/I |
| 5 | Experience of working across teams demonstrating the ability to communicate, influence and collaborate with others successfully. | * | | S/I |
| 6 | Proven data administration skills and experience of manipulating data with spreadsheets | | * | I |
| Abilities and Skills | | | | |
| 7 | Excellent communication and negotiating skills (both verbal and written) | * | | S/I/T |

| | | | | |
|----|---|---|--|-------|
| 8 | Ability to demonstrate competent and confident copywriting skills, applying creativity and innovation to communications | * | | S/I/T |
| 9 | Able to demonstrate excellent organisation and a clear, logical approach to problem-solving | * | | S/I |
| 10 | Excellent proof-reading skills and able to pay attention to detail | * | | S/I |
| 11 | Able to manage and prioritise own workload effectively, working well under pressure and managing tight deadlines. | * | | I |
| 12 | Able to develop and maintain effective working relationships at all levels | * | | S/I |
| 13 | Ability to use Microsoft Office and have the capability to learn new systems and software | * | | S/I/T |
| 14 | Able to work independently and as part of a team | * | | I |

How to Apply

When you are ready to start the formal application process, please visit www.edgehill.ac.uk/jobs and click 'vacancies', search for the role you wish to apply for, and click 'Apply Online'. The online application form can be completed in stages and can be revisited at any time. The form automatically saves as you enter your information and it is simple to move backwards and forwards throughout at any time prior to submission. Help is available at each stage to guide you through the form. Before final submission, you can preview your application and can then choose to refine or submit the form.

For informal enquiries about this vacancy you may wish to contact: Joanne Eley, CRM Officer at eleyj@edgehill.ac.uk

Please refer to the advert for the closing date for this vacancy, all applications must be submitted by 23:59 on this date. Following the closing date, we will contact you by email to let you know whether or not you have been shortlisted to participate in the next stage of the selection process. We try our best to inform all applicants within two working weeks following the closing date.

At Edge Hill University we value the benefits a rich and diverse workforce brings to our community and therefore welcome applications from all sections of society.