

## CRM ASSISTANT

Job Ref: REQ250050

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

The strategic marketing team at Loughborough University play an invaluable role in advancing Loughborough's global reputation and securing the University's financial resource base through student recruitment, research income and impact and the diversification of revenue streams.

We plan and deliver impactful, strategic and engaging campaigns and content that are brand-led, data-informed, audience-focused, integrated and measurable.

Part of the broader Marketing & Advancement directorate, our team of 36 is authentic, adventurous, responsible, creative and collaborative, and we are passionate about communicating the wider purpose of Loughborough, and of UK Higher Education and seek opportunities to lead the way in the sector.

### Job Description

**Job Grade** Administrative Services Grade 4

#### Job Purpose

To provide administrative support for the University's customer relationship management and conversion activities and support effective enquiry management and lead/applicant engagement.

The role will support successful management of leads throughout the marketing funnel and assist in the ongoing maintenance of our data quality, developing an understanding of our CRM system to support others to use it effectively.

The CRM assistant will also provide support for enquirers and contacts, whether that be via phone, email, online or in person, will assist in the creation of email communications and support a wide array of events and activities to assist in engaging, converting and nurturing contacts by providing administrative and organisational support for things such as telecampaigns, in person and online events.

The role will also include nurture comms to industry and academic contacts for purposes of relationship development and building advocacy for the University.

#### Job Duties

- Act as a skilled user of the CRM, maintain the system and other databases used in communications such as Raiser's Edge, to include building queries, setting criteria for communications, creating events, monitoring communications and responding to enquiries
- Support data cleansing/process checks, log any issues arising and work with CRM Officers and the Systems Support Officer to find resolutions in a timely manner
- Support in the development of documents and guidance relating to routine database activities
- Support the conversion team to build, schedule and deploy emails
- Assist in the creation of mailing and event guest lists

- Make amends to and maintain email templates (using html and CSS) for mobile and desktop
- Provide administrative and organisational support for SMS and telecampaigns
- Assist the team to manage the duplicate records and gone away processes.
- Support lead generation and conversion events such as telecampaigns, Open Days, Visit Days, Clearing, corporate events and other activity as required, liaising with key contacts to ensure availability, confirming timings and logistics and sending communications to support briefings for such activities
- Provide assistance to the conversion and performance teams to maintain lead capture and consent mechanisms, ensuring accuracy and compliance with any data entry and automations
- Generate reports from the database(s) as required
- Assist in lead scoring and propensity modelling activity
- Run simple queries of the database so that data needs are met in a timely and efficient way.
- Within a matrix of administrative and enquires staff, provide enquiries and customer service support to those who contact the university
- Assist the conversion team in supplying scripts and FAQs to enable consistent and effective customer interactions
- Carry out data imports and exports as required, such as fulfilment of enrolment matching data
- Work with the data officer to provide insight reports, for example, to profile the number and types of contacts we hold in a specific subject, geographical area or industry, their lead source and interventions to support the wider team with planning and implementation activities
- Respond to inbound enquiries via the CRM system and department inboxes and take appropriate action
- Provide cover and support for other colleagues at busy times and in cases of absence, by undertaking such duties and responsibilities which are commensurate with the grade and nature of the post.
- Ensure compliance with relevant University policies and procedures and government legislations, e.g. GDPR and CMA.
- Undertake any training and development deemed appropriate for the position

### **Points To Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

### **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equity & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equity & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which includes Belonging and Inclusion and, where appropriate, Recruitment and Selection.

### **Organisational Responsibility**

Reports to the CRM Officer and will work closely with the Marketing Campaigns Conversion Team.

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

Area	Criteria	Stage
Experience	Experience of working in a busy environment, within a complex organisation	1,3
	Experience of working with Achiever, Raiser's Edge or similar customer relationship management systems and processes	1,3
	Experience of working with large datasets and managing information within databases	1,3
	Understanding of the importance of accurate and timely customer service	1,3
Skills and abilities	Effective and confident communicator to a wide variety of audiences	1,2,3
	Excellent administrative and organisational skills.	1,3
	Excellent attention to detail, highly numerate with an understanding of the need for data accuracy	1,2,3
	Judgement and understanding of how to respond to a diverse range of enquiries.	1,3
	A proactive, innovative and enthusiastic approach.	1,3
	Ability to prioritise own workload, use initiative and manage multiple deadlines.	1,3
	Ability to extract and present data in an accessible way for audiences	1,3
	Knowledge of email marketing best practices and regulations	
	Excellent IT skills including Microsoft Office packages and reporting tools such as Tableau and PowerBI	1,2,3
	Ability to deal with confidential data sensitively and in accordance with data protection policies	
	A willingness to undertake further training as appropriate and to adopt new procedures as and when required.	1,3
Qualifications	Educated to at least A-level standard or equivalent.	1
Other	Willingness to work flexibly and to work out of hours where required.	1
	Commitment to observing the University's Equal Opportunities Policy at all times.	1
	Understanding and experience of adhering to relevant legislation such as GDPR and CMA.	1

## Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in Higher Education and/or student recruitment.	1,3
Skills and abilities	Awareness/knowledge of Higher Education issues	1,3
Qualifications	First degree or equivalent qualification or experience	1

## Conditions of Service

The position is full time and open-ended. Salary will be on Administrative Services Grade 4, £24,600 - £28,081 per annum pro rata, at a starting salary to be confirmed on offer of appointment. The appointment will be subject to the University's normal [Terms and Conditions of Employment](#) for staff grades 1-5.

The University is committed to enabling staff to maintain a healthy work-home balance and has family-friendly policies. We offer a range of [family benefits](#) that will support you and your family, as well as a wide range of general [employee benefits](#).

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that [supports equality and celebrates diversity](#) throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women in academic roles as well as the working environment for all staff.