



UNIVERSITY of
BRADFORD

Job Description

CRM Officer

Advertising, Marketing & Student Insight

Directorate of Outreach, Marketing & Recruitment



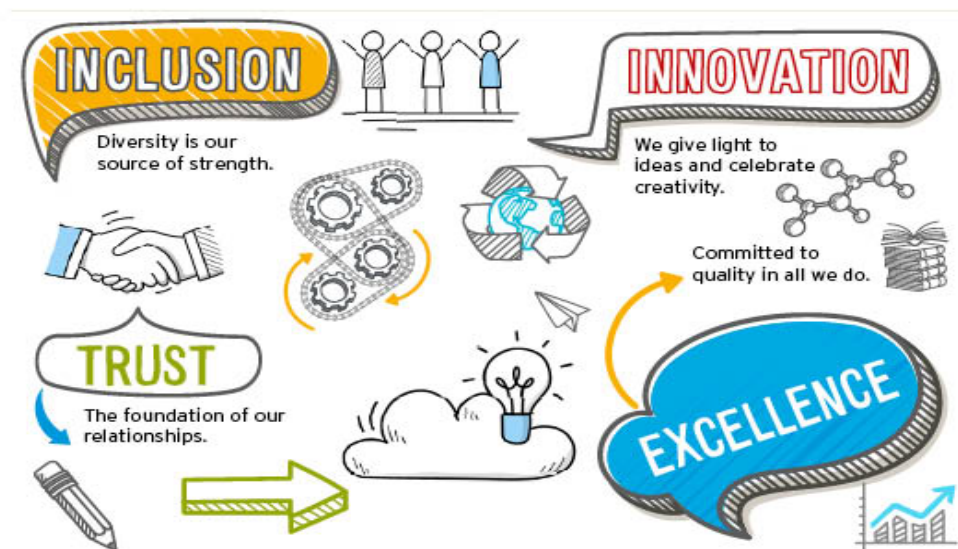
Brief summary of the role

Role title:	CRM Officer
Grade:	Grade 6
Faculty or Directorate:	Directorate of Outreach, Marketing & Recruitment
Service or Department:	Advertising, Marketing & Student Insight
Location:	Richmond Building, City Campus
Reports to:	Senior CRM Officer
Responsible for:	
Work pattern:	Hybrid working, 36.25 hours per week

About the University of Bradford

Values

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion part of everything we do – from how we build our curriculum to how we build our workforce. It is the responsibility of every employee to uphold the university values.



Equality, Diversity, and Inclusion (EDI)

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion at the heart of everything we do.

We foster a work environment that's inclusive as well as diverse, where staff can be themselves and have the support and adjustments to be successful within their role.

We are dedicated to promoting equality and inclusivity throughout the university and have established several networks where individuals can find support and safe places fostering a sense of belonging and acceptance. We are committed to several equality charters such as Athena Swan, Race Equality Charter, Disability Confident and Stonewall University Champions Programme..

Health, safety, and wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

It is the responsibility of all employees that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students.

All colleagues will need to ensure you are familiar with any relevant Health and Safety policies and procedures, seeking advice from the Central University Health and Safety team as appropriate.

We are registered members of the University Mental Health Charter. This visibly demonstrates our commitment to achieving cultural change in student and staff mental health and wellbeing across the whole university, whilst supporting the vision of our People Strategy to create a culture and environment of transformational diversity, inclusion and social mobility, creating a place where our values come to life and are evident in our approach.

Information governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University.

An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

All employees must always adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security.

Employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

Criminal record disclosures and working with vulnerable groups

Depending on the defined nature of your work and specialist area of expertise, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974.

All employees of the University who have contact with children, young people, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and Safeguarding Vulnerable Groups Act 2006.

The University is committed to protect and safeguard children, young people and Vulnerable Adults.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

Role holder: essential and desirable attributes

Qualifications

Essential	<ul style="list-style-type: none">• GCSE Maths & English equivalent of Grade C or above.
Desirable	<ul style="list-style-type: none">• Qualification in a statistical discipline, recognised Marketing qualifications e.g. CIM.

Experience, skills, and knowledge

Essential	<ul style="list-style-type: none">• Experience of working with a diverse customer base of staff &/or students OR• Experience of working in a diverse team/organisation• Experience of delivering effective CRM in a commercial/corporate environment• Experience of learning new CRM systems from a zero-knowledge baseline• Able to evidence experience of using either at least one e-mail marketing platform
Desirable	<ul style="list-style-type: none">• Experience of working in a change driven corporate environment• Experience of working with statistical/analytical databases

	<ul style="list-style-type: none"> • Experience of using & developing Salesforce • Extensive experience & knowledge of email marketing/CRM systems
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Personal attributes

Essential	<ul style="list-style-type: none"> • Understanding of the University's commitment to Equality & Diversity • Committed to continuing personal/professional development • Effective communication skills, able to build strong relationships quickly with internal & external stakeholders • Can speak at length about the relevancy of CRM with integrated on & offline marketing campaigns • Able to respond flexibly to changing requirements & deliverables
Desirable	<ul style="list-style-type: none"> • Able to fulfil the role of change agent, displaying emotional resilience when faced with opposition & objections • Able to work collaboratively & support other teams. Using a coach & lead approach to drive CRM campaigns to align with business plans • Will be able to passionately espouse the advantages of good CRM practice displaying accountability for its implementation • Happy to challenge conventional wisdom & construct alternative strategies in a positive & influential manner • Able to prioritise tasks in accordance with stakeholder expectations

Main purpose of the role

The CRM Officer will report to the Senior CRM Officer within the Marketing department. The post holder will be a key member of the team supporting the planning, creation, delivery and development of the University's Customer Relationship Marketing activity, specialising in one of its key student segments – UG (Home), UG (International) or PG (Home & International). The post holder will be responsible for representing the CRM team and CRM agenda where required internally and will also be required to advise on the development of relevant CRM systems the organisation uses (Azorus & Salesforce).

Main duties and responsibilities

Note: The list below may vary to include other reasonable requests (as directed by university management) which do not change the general character of the job or the level of responsibility entailed

1. To support the Senior CRM Officer in the planning, creation, delivery, and development of the University's Customer Relationship Marketing activity
2. To represent the CRM team and CRM agenda where required internally
3. To be able to advise colleagues on the development of relevant CRM systems (Azorus and Salesforce).
4. To support the development of a CRM plan for prospective students across all markets - Home/EU and international, postgraduate and undergraduate).
5. To be responsible for copywriting, segmentation, data capture process, mining and analysis and campaign creation, management and reporting tasks across all CRM platforms for the major stakeholder groups.
6. To support the Senior CRM Officer, their line manager and relevant department colleagues to ensure CRM campaigns are integrated in the University's and faculty-specific marketing plans and activities across all stakeholder groups.
7. To provide campaign MI and data analysis to support decision making and develop strategic CRM activity.
8. To develop and administer our core CRM systems, including database design and manipulation.

9. To support the Senior CRM Officer in representing the voice of the customer across the institution on activities which impact the overall customer journey and experience
10. To be responsible for the creation and maintenance of online and offline data capture forms
11. To create email templates and copy, inbound and outbound telemarketing scripts and SMS campaigns.
12. To support the advocacy and continually developing CRM capability and processes for events, both student related and business to business
13. To regularly liaise with internal stakeholders to understand requirements and deliver activities.
14. To assist and manage university events as required.
15. To manage the upkeep and distribution of CRM software and any relevant hardware.
16. Any other duties commensurate with the grade and nature of the post.
17. To undertake staff development and training as deemed appropriate.
18. To deputise for the Senior CRM Officer when required to do so.