



RICHMOND THE AMERICAN INTERNATIONAL UNIVERSITY IN LONDON

CRM MANAGER Salary £35,000 to £39,000 per annum plus excellent benefits

Reporting to the Director of Marketing and External Engagement, the CRM Manager will be responsible for devising a comprehensive CRM plan using the University's new marketing automation/CRM system Akero. The CRM Manager will also be responsible for creating a personalised communication strategy to influence user behaviour and drive greater conversion and ROI, while integrating with all other key marketing channels. Other responsibilities will include centralising, monitoring and tracking adhoc online and offline enquiries and third party data with the assistance of the Enquiry Officer; as well as helping the MRA team to deliver more insight and analysis into the effectiveness of CRM and other associated communication initiatives.

A strong digital background with a solid understanding of all marketing channels, but with a focus on email, CRM and SMS is essential. Experience with email broadcast tools and software, as well as strong analytical and reporting skills is required. The successful candidate will also have experience managing external agencies and working with senior stakeholders and the ability to multitask and prioritise. A master's degree or an equivalent relevant professional qualification is desirable.

The CRM Manager will be based at the University's Richmond Campus, but will also be required to work at the Kensington Campus occasionally.

Richmond is a private, not-for-profit, liberal arts and business studies University. It has dual degree accreditation, awarding UK and US taught undergraduate and master's degrees. Richmond is an equal opportunities employer. A basic level DBS check is required for this position.

For further information about this vacancy and the University, please visit: www.richmond.ac.uk

Closing date: 7 June 2020.

Please submit an application online at <http://careers.richmond.ac.uk/> ensuring you upload a current CV and covering letter, together with details of three recent work-related referees.

Please note that while submitted applications will be acknowledged, we are unable to provide individual feedback to applicants.