



RICHMOND THE AMERICAN INTERNATIONAL UNIVERSITY IN LONDON

JOB DESCRIPTION

TITLE: CRM MANAGER

REPORTS TO:

The CRM Manager reports to the Director of Marketing and External Engagement.

SUMMARY:

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.

MAIN DUTIES:

The CRM Manager main duties are to:

- optimise email Marketing campaigns in line with the student UG & PG marketing/recruitment calendar; using the latest content/student insight to ensure emails are response driven, relevant and targeted;
- implement targeted email communications across the customer lifecycle;
- implement testing plans for content, subject lines and offers to improve the results and relevancy of campaigns;
- produce communications plans for enquirer, applicant conversion strategies in collaboration with the MRA team;
- adhere to the sign off process within Marketing for any content pre deployment;
- undertake email performance reporting and gather insight to continuously improve engagement and assist with effective CRM strategy;
- work with other members of MRA to produce detailed analysis of the segmented customer journey and relevant 'pain points' to improve relevancy of communications;
- line manage the Enquiry Officer, providing day to day support and direction to ensure that online and offline data is captured and integrated into the campaign flows;
- enlist and manage the support of student support staff from time to time to ensure conversion campaigns are delivered to time;
- assist other users of CRM to ensure their work adheres to CRM process;
- deliver data insights for student recruitment using data stored within the CRM platform;
- develop and report on a robust set of metrics to track the success of CRM campaigns/activities;

- maintain good relationships with external organisations including the CRM provider Net Natives and collaborate on projects as required;
- adhere to and promote the University's health and safety policies and procedures;
- perform additional duties as assigned by the DMEG.

LOCATION:

The CRM Manager is located primarily at the University's Richmond Campus but, at the direction of the Director, is required occasionally to work at the University's Kensington Campus for such periods as the Director determines or as the principal place of work.

SPECIAL NOTE:

A basic level Disclosure and Barring Service check is required for this position.

GENERAL:

The above responsibilities are subject to change at the discretion of the Director and shall include other responsibilities as the Director may from time to time assign. The Director may also at their discretion, reassign some of the above responsibilities. The Director will work with the CRM Manager to co-ordinate work and resolve problems and will evaluate the CRM Manager's performance.

PERSON SPECIFICATION

ESSENTIAL:

- a strong digital background with a solid understanding of all marketing channels but with a focus on email, CRM and SMS;
- experience with email broadcast tools and software;
- strong analytical and reporting skills, numerate and fluent in aggregating and analysing core campaign performance metrics;
- experience managing external agencies and working with senior stakeholders;
- excellent problem solver, offering the right balance of creativity and practicality;
- highly organised with excellent project management abilities;
- ability to multitask and prioritise;
- outstanding attention to detail;
- sound copywriting skills;
- experience of using specialist digital/web tools and CRM software package.

DESIRABLE:

- a master's degree or an equivalent relevant professional qualification.

DATE REVIEWED:

May 2020.