****

**Professional Services**

**University of Global Services**

**Global CRM Coordinator**

**ZZ007025**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**THE TERMS OF APPOINTMENT**

Full-time

Permanent

Salary is in the range £31,406 - £35,326 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

The full-time standard University hours are 37 per week which are normally from 8.30 a.m. to 5.15 p.m. Monday to Thursday and 8.30 a.m. to 4.15 p.m. Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned. If the position is part-time, the hours and days worked will either be as stated in the advert or discussed at interview/appointment. Overtime is not normally payable but time off in lieu may be given.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three-year period of employment or study (where there has been no employment). One of your referees must be your current or most recent employer.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

If the position has a requirement for Disclosure and Barring Service check (DBS) or Non-Police Personnel Vetting (NPPV), this will be stated in the advert. Further information will be provided once the selection process has been completed.

All applications must be submitted by 23:59 (UK time) on the closing date published.



**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

|  |  |
| --- | --- |
| **Job Title:** | Global CRM Coordinator |
| **Grade:** | 6 |
| **Faculty/Centre:** | Professional Services |
| **Department/Service:****Location:** | University of Portsmouth GlobalNuffield Centre |
| **Position Reference No:** | ZZ007025 |
| **Cost Centre:** | 47500 |
| **Responsible to:** | Global Marketing Manager |
| **Responsible for:** | N/A |
| **Effective date of job description:** | June 2021 |

|  |
| --- |
| **Context of Job:** |
| The University of Portsmouth Global Office offers a complete in-house service to promote the University to its various stakeholders internationally. As a member of the University of Portsmouth Global Marketing unit, this post will manage the international communications sent to prospective students and applicants as well as conversion through the CRM system, Salesforce.Working with Faculties, Professional Services and Business units to provide both strategic and operational advice to develop, implement and manage recruitment campaigns. Campaigns that encourage engagement, deliver meaningful communications and ensure a best in class, collaborative approach to all marketing activity that ultimately supports the recruitment of new international students. |

|  |
| --- |
| **Key Responsibilities:** |
| 1. Using excellent organisational and specialist technical skills, lead the implementation and ongoing management of international campaigns delivered via the CRM system - primarily supporting both undergraduate and postgraduate campaigns at both corporate and faculty levels. Ensure data, logic and journeys are created and managed effectively to sustainably deliver timely, personalised and dynamic content throughout the campaign.
2. Manage the coordination of systematic prospective student enquirer lead capture across all functions to maximise data capture. Ensure these leads are fed into the appropriate journeys or one-off communication activities to increase engagement and conversion.
3. Devise and implement solutions for monitoring systems and monitor integrations and data between external systems and the CRM system which impact on enquirer and applicant campaigns. Identify and resolve issues with process and data.  Retrospectively correct, amend or import missing or corrupted data.  Escalate unresolvable system wide issues to managers or implementation partner support.
4. Devise, implement and deliver testing systems and procedures to improve communication deliverability, effectiveness and audience response. Work with Managers across the team to share findings and disseminate best practice to all teams.
5. Ensure campaign content supports the University brand, both in Tone of Voice and Visual Identity. Feedback to content owners or work with the Corporate Communications team where required to ensure brand alignment.
6. Ensure campaign activity and data management adheres to the relevant quality and regulatory standards. Includes ensuring adherence to GDPR policies and the strict enforcement of consent.
7. Use advanced HTML, CSS, and Ampscript skills to create and edit email and SMS templates and communications.
8. Be a senior super user for the CRM, Marketing Cloud and Event systems, providing training, best practice, support and advice for all campaign activities delivered through these systems.  Do this via the sharing of documentation, sessions and presentations. Use overarching knowledge of all campaign activity to develop the campaigns in a holistic and sustainable way.
9. Ensure all elements of the campaigns are tracked and appropriate measurements are in place to carry out the ongoing analysis of campaign activity. Lead on the implementation of A/B, user experience testing and analytical data to understand the performance of campaign communications against KPIs.  Make business relevant recommendations, both to create a solid foundation and to provide stretch targets, for further developments.
10. Create dashboards, reports and analysis to prove campaign effectiveness or suggest improvements. Set up robust and user-friendly reporting methods for all teams and provide monthly reporting.
11. Work with global engagement coordinators to set up and deliver local campaigns. Ensure these are coordinated with the University wide campaigns and raise conflicts as appropriate. Represent the customer view, so they receive timely, relevant, coordinated communications.
12. Provide best practice advice on CRM tactics to the wider University. Ensuring ideas are relevant, deliverable and based on user needs.
13. Support delivery and ongoing development of CRM related technical projects by providing detailed campaign/user requirements and analytical data. Carry out testing and training where required.
14. Keep up to date and undertake training with the annual changes and upgrades to Salesforce and Marketing Cloud. Where appropriate implement improvements or changes to the campaigns to ensure their smooth running or share new opportunities with colleagues across the team.
15. Represent the global team professionally in both formal presentations and informal forums, within and externally to University of Portsmouth Global.
 |

|  |
| --- |
| **Additional expectations:** * To participate in performance & development review (PDR), ensuring that work produced is in line with the Department/University aims.
* To comply with the University's Health and Safety Policy and pay due care to own safety and the safety of others.  Report all accidents, near misses and unsafe circumstances to line management.
* To support the University's commitment to equality, diversity, respect and dignity, creating an environment in which individuals will be treated on the basis of their merits, abilities and potential, regardless of gender, racial or national origin, disability, religion or belief, sexual orientation, age or family circumstances.
* Any other duties as required by the Marketing Strategy Manager.
 |

|  |
| --- |
| **Working Relationships:** |
| * Global Marketing Manager
* Global Digital Media Officer
* Global Digital Media Assistant
* Global Marketing Assistant
* Global Conversion Officer
* Global Conversion Assistant
* Global Insights and Intelligence Officer
* Deputy Global Director / Global Director
* Global Operations Officer
* Senior/International Officers
* Senior/International Student Advisors
* China Office / South East Asia Regional Office/India Consultant
* Other International Office staff
* International Student Ambassadors

**Internal University of Portsmouth:*** Marketing Department
* Faculty International Coordinators
* Academic staff

**External:*** Online, electronic and New Media marketing suppliers
* Promotional merchandise suppliers
* Agents
* Institutional partners
* Students
* Other as appropriate

Other as appropriate |

1. **PERSON SPECIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Experience of working with Salesforce CRM systems with large complex data sets.   | E | AF, S |
|  | Clear knowledge and understanding of current marketing practice | E | AF, S |
|  | Previous experience in a digital marketing role, preferably with an email marketing focus | E | AF, S |
|  | Experience of working on integrated digital marketing campaigns. | E | AF, S |
|  | Experience of internal networking and liaison with internal client base | E | AF, S |
|  | In depth knowledge of email and SMS marketing systems.  In particular - Salesforce Marketing Cloud. | E | AF, S |
|  | Experience of working on automation and lifecycle campaigns and their user flow/structure | D | AF, S |
|  | Experience of working in a public sector organisation. | D | AF, S |
|  | Knowledge of University of Portsmouth. | D | AF, S |
|  | Knowledge of paid for digital marketing activity, including Search, Display and Social advertising   | D | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | A proven track record of end-to-end email campaign management | E | AF, S |
|  | Excellent data literacy with the ability to use data to make campaign selections, audience segments and maximise the impact of customer communications. | E | AF, S |
|  | Excellent organisational and project management skills | E | AF, S |
|  | Strong skills in HTML, CSS and Ampscript coding for email and SMS campaign builds | E | AF, S |
|  | Strong creative writing, copywriting and editorial skills | E | AF, S |
|  | Well-developed interpersonal, written and verbal communication skills. | E | AF, S |
|  | Well-developed interpersonal, written and verbal communication skills. | E | AF, S |
|  | Excellent data segmentation and analytical skills. Eye for detail and inquisitive nature with a pro-active approach to problem solving. | E | AF, S |
|  | Familiar with campaign tagging and Google Analytics/Tag Manager campaign tracking | D | AF, S |
|  | Design, layout and image manipulation skills e.g. Photoshop | D | AF, S |
|  | Strong presentation skills. Ability to create reports and present to individuals and the wider team. | D | AF, S |
|  | Proficient user of Adobe Creative Suite | D | AF |
| **3.**  | **Qualifications, Education & Training** |  |  |
|  | Degree level qualification or equivalent level professional qualification in a related area. | E | AF |
|  | Salesforce and Marketing Cloud qualifications. | D | AF |
|  | Recognised digital marketing qualification. | D | AF |
| **4.** | **Other Requirements** |  | AF |
|  | Flexible approach to undertake some unsocial hours/weekend work. | E | AF, S |
|  | Excellent team player | E | AF, S |
|  | Discipline and self-direction, be detail-oriented and exceptionally organized. | E | AF, S |

**Legend**

Rating of attribute: E = essential; D = desirable
Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation)

**JOB HAZARD IDENTIFICATION FORM**

|  |
| --- |
| Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the [Job Hazard Information](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload%2C164407%2Cen.doc) document in order to do this and give details in the free text space provided.  |
| 1. International travel/Fieldwork
 |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants, welding fume)  |  |
| 1. Manual Handling (of loads/people)
 |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare settings, First Aiders, Nursery workers, Laboratory workers)
 |  | 15. Working with sewage, drains, river or canal water  |  |
| 1. Genetically Modified Organisms
 |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA
 |  | 17. Vibrating tools  |  |
| 1. Night Working

 (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment
 | X | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use etc)
 |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation
 | 21. Soil/bio-aerosols |  |
| 10. Asbestos and or lead  | 22. Nanomaterials  |
| 11. Driving on University business: mini- bus (over 9 seats), van, bus, forklift truck, drones only)  | 23. Workplace stressors (e.g. workload, relationships, job role etc) X |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

|  |  |
| --- | --- |
| Name (block capitals) | JAMES CLARKE |
| Date | July 2021 |
| Extension number | 5134 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.