

Job Description

Job title	Customer Relationship Co-ordinator (fixed term)
School / department	Marketing, Recruitment and Communications
Grade	4
Line manager	Customer Relationship Manager
Responsible for (direct reports)	
Date of creation or review	23/05/2022

Main purpose of the job

A short summary of the role

The Customer Relationship Co-ordinator will be part of a small team responsible for communicating with future University of West London students and responding to enquiries from prospective students through a variety of media with the aim of encouraging applications and aiding conversion throughout the recruitment process, in order to ensure that the University meets its UK recruitment targets at both undergraduate and postgraduate level.

Key areas of responsibility

Description of the key duties and responsibilities associated with the role (bullet pointed or numbered).

Assist the Customer Relationship Manager with the development and implementation of relevant and targeted communications at key points in the recruitment cycle to support the student journey from enquiry to enrolment with the aim of meeting student recruitment targets.

Use email marketing, CRM and other online systems to coordinate prospective student communication.

Manage the creation and delivery of pre- and post-event communications for recruitment events such as open days, campus tours and taster days.

To assist with the creation of email templates and copy to ensure that the University is delivering creative and engaging communications that are appropriate to its target audiences.

Gather, manage and manipulate information and data within Excel, databases and the CRM system.

Liaise with colleagues in the wider Marketing, Recruitment and Communications department, as well as colleagues in academic schools and professional services, to develop content and implement conversion communications plans.

Undertake activities to assist in progressing prospective students through the application journey such as conducting outbound calls and assisting the wider team with mail outs at various times within the recruitment cycle.

Liaise with the Student Recruitment Team to ensure the effective and accurate collection of data at on-campus and external recruitment events, including the creation of forms and surveys for data collection.

Support the Course Enquiries Coordinator in managing prospective student enquiries via a variety of media, including telephone and email, ensuring all enquiries are followed up and recorded accurately and efficiently.

Provide a professional, courteous and friendly service to all enquirers, ensuring consistency and accuracy of information given and delivering a positive impression in keeping with the University's values and key messages.

Liaise with staff and departments across the University to obtain, and keep up-to-date, information related to the University's portfolio of courses and services relevant to prospective students.

Assist with the review and evaluation of conversion communications, including the compilation and analysis of quantitative and qualitative data, to support decision making and the development of conversion activities.

Ensure that data is stored and managed in accordance with the University's data protection policies and GDPR (General Data Protection Regulation).

Assist with the creation of printed conversion material.

Assist with the organisation and delivery of conversion events, both on campus and online.

Support the Recruitment and Customer Relationship Team in planning and implementing the University's clearing operation.

Support the Student Recruitment Team by attending internal and external recruitment events (eg university open days, UCAS Fairs) as required.

Assist the Customer Relationship Manager with ad hoc project work as and when necessary.

Assist with the recruitment, training, and supervision of temporary staff, such as Student Ambassadors.

In addition to the above areas of responsibility the post-holder may be required to undertake any other reasonable duties relating to the broad scope of the position, commensurate with the post, and in support of the University.

Dimensions / back ground information

Organisational chart or some further information about the School/College/department.

The role of Customer Relationship Co-ordinator is part of a small Customer Relationship Team, which is one of three functions within the Recruitment and Customer Relationships Team, part of the University's Marketing, Recruitment and Communications department.

Person Specification

Criteria	Essential*	Desirable*
<p style="text-align: center;">Qualifications and/or membership of professional bodies</p> <p>This section reflects the appropriate level of expertise required by the role.</p>	<p>A relevant first degree or equivalent</p>	
<p style="text-align: center;">Knowledge and experience</p> <p>This section reflects the level of knowledge and experience of the key aspects of the role, as described in the job description.</p>	<p>Experience of working within CRM/email marketing and/or campaign management</p> <p>Experience of working with online systems to implement communications strategies</p> <p>Experience of writing effective and engaging copy</p> <p>Experience of working with databases and data analysis</p> <p>Knowledge of appropriate communications for different segments of prospective students</p>	<p>Experience of working in the higher education sector</p> <p>Experience of working with Customer Relationship Management systems, ideally Microsoft Dynamics</p> <p>Knowledge of the UCAS application cycle</p> <p>Experience of working in a customer-focused role</p>
<p style="text-align: center;">Specific skills to the job</p> <p>This section identifies job-specific skills required which might be completely unnecessary for other jobs but are critical to this particular job.</p>	<p>Excellent communication skills, both written and verbal, with the ability to connect with a wide variety of university stakeholders and prospective students</p> <p>Accurate, systematic and methodical way of thinking</p> <p>Excellent level of computer literacy in Microsoft packages, with intermediate/advanced knowledge of Excel</p> <p>Exceptional attention to detail</p>	

	<p>Ability to liaise with colleagues and management to understand requirements, support projects and provide feedback on the student journey</p> <p>Ability to analyse data and evaluate activity</p> <p>Outstanding customer service skills</p> <p>Willingness to learn and use new ICT technologies</p>	
<p>General skills</p> <p>This section identifies transferable skills that you use for almost every job.</p>	<p>Ability to work collaboratively with prospective students and colleagues from a variety of backgrounds</p> <p>Ability to take a proactive approach and to work on own initiative and as part of a team</p> <p>Ability to multitask and prioritise and organise a varied workload</p> <p>Ability to problem solve</p>	
<p>Other</p> <p>This section should be used to make candidates aware of any special circumstances pertaining to the post.</p>	<p>A flexible approach to work which includes occasional evening and weekend work and travel</p>	

Disclosure and Barring Scheme Is a DBS Check required: DBS (This post does not require a DBS check) No

Before making a selection, please refer to the University's [Disclosure and Barring Checks Guidance for Staff](#) and [Criminal Convictions, Disclosures and Barring Staff Policy and Procedure](#). If a DBS check is required for the role, a **Check Approval Form** will need to be completed.

* **Essential Criteria** are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

* **Desirable Criteria** are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements, to determine which applicants to shortlist.