UNIVERSITY OF
WEST LONDON
The Career University

Job Description

Job title	CRM and Conversion Officer
School / department	Marketing, Recruitment and Communications
Grade	5
Line manager	Customer Relationship Manager
Responsible for (direct reports)	
Date of creation or review	22/01/2025

Main purpose of the job
A short summary of the role

The CRM and Conversion Officer will be part of a small team responsible for the planning and implementation of robust Applicant Conversion Communications using the University's CRM system. The post holder will oversee the creation of effective content for communicating with prospective students through a variety of media with the aim of encouraging good quality applications and aiding conversion throughout the recruitment process, to ensure the University meets its undergraduate and postgraduate recruitment targets.

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

Develop and implement creative and engaging communication plans and activities 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 manage student communication throughout the recruitment cycle.

Create targeted, relevant and timely content for specific audiences.

Create, manage and execute specific targeted customer segments, e-mail templates and customer journeys in the CRM system.

Manage and manipulate complex data sets with Excel, databases and the CRM system to support effective communication with different audience segments.

Liaise with the Customer Relationship Manager, the Student Recruitment team and Admissions to develop conversion activities in response to the University's student recruitment trends.

Create and maintain the conversion calendar for email content and copy to ensure the University is delivering creative, concise and engaging communications that are appropriate to its target audiences.

Coordinate outbound conversion call campaigns, including the creation of call scripts.

Coordinate the production of printed conversion material.

Produce evaluation reports on the effectiveness of campaigns and present these to the wider team for dissemination and sharing with key departments across the University.

Develop bespoke campaigns for one-off projects for academic and professional service departments across the University.

Liaise with the Student Recruitment team to plan and deliver conversion events, both on campus and online.

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 the conversion communications plan.

Proactively seek improvements in content development and delivery by giving guidance and sharing best practice based on evaluation of communications and their impact.

Collate and analyse quantitative and qualitative data to monitor activity and produce reports to support decision making and the development of strategic conversion activities.

Deploy IT skills and knowledge of digital media and new online technologies in support of identified goals.

Occasional management of Student Ambassadors for various conversion activities and projects.

Work with the Customer Relationship Manager on the development, implementation and optimisation of the University's Clearing conversion plan.

Occasional support of the Student Recruitment Team by attending internal and external recruitment activities (e.g. university open days, UCAS Fairs) as required.

Support the wider Recruitment and Customer Relationships Team in planning and implementing the University's Clearing operation.

Occasional support of the Course Enquiries Coordinator in responding to enquiries from prospective students via a variety of media, ensuring enquiries are followed up and recorded efficiently and accurately.

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

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 CRM and Conversion Officer 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*
Qualifications and/or membership of professional bodies This section reflects the appropriate level of expertise required by the role.	A relevant first degree or equivalent	
Knowledge and experience This section reflects the level of knowledge and experience of the key aspects of the role, as described in the job description.	Substantial experience of working with Customer Relationship Management systems, ideally Microsoft Dynamics365 Experience of managing email marketing campaigns Experience of working with online systems to implement communications strategies Knowledge of appropriate communications for different segments of prospective students Experience of working with large databases and data analysis Experience of creating effective and engaging content	Experience of working in the higher education sector Knowledge of the UCAS application cycle Experience of working in a customer-facing role
Specific skills to the job This section identifies job-specific skills required which might be completely unnecessary for other jobs but are critical to this particular job.	Excellent communication skills, both written and verbal, with the ability to connect with a wide variety of university stakeholders and prospective students Familiarity with online technologies and digital and social media, and the confidence to deploy them effectively to help achieve desired results Accurate, systematic and methodical way of thinking	Outstanding customer service skills

	Ability to write effective and engaging copy	
	Excellent level of computer literacy in Microsoft packages, particularly Excel	
	Ability to liaise with colleagues and management to understand requirements, support projects and provide feedback on the student journey	
	Ability to analyse data, and evaluate and report on activity	
	Willingness to learn and use new ICT technologies	
General skills This section identifies transferable skills that you use for almost every job.	Exceptional attention to detail Ability to work collaboratively with prospective students and colleagues from a variety of backgrounds A proactive approach and the ability to work independently Ability to work effectively in a team Ability to multitask, prioritise and organise a varied workload Ability to problem solve	
Other This section should be used to make candidates aware of any special circumstances pertaining to the post.	A flexible approach to work which includes occasional evening and weekend work and travel	

Disclosure and Barring Scheme   Is a DBS Check required: DBS (This post does not require a DBS check))

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.