



1 Advertisement

Post Title: CRM Marketing Officer

School/department: Marketing in the Division of Communication, Marketing and Advancement

Hours: Full time (part time hours considered up to a minimum of 0.8 FTE).

Requests for [flexible working](#) options will be considered (subject to business need).

Hybrid working 50:50 working from office and home.

Contract: Permanent

Reference: 21105

Salary: starting at £28,759 to £32,982 per annum, pro rata if part-time

Placed on: 14 August 2023

Closing date: 18 September 2023. Applications must be received by midnight of the closing date.

Expected interview date: To be confirmed.

Expected start date: To be confirmed

Are you seeking to further your career in Marketing and communications in higher education?

The University of Sussex is looking for a CRM Marketing Officer to join our existing Marketing team. We're looking for a team player with excellent client and customer service skills, a good understanding of email marketing and how it integrates with the different media channels. They must have a keen eye for detail to help deliver email marketing activity for Sussex.

Day to day activities will include copy writing, running email marketing campaigns, competitor research and email campaign evaluation. The Marketing Officer will support the work of the existing CRM Marketing Manager and work with other members of the Marketing Team.

The Marketing Team is comprised of 22 staff with expertise in CRM, Market Research, Marketing planning and delivery. The team works with others across the University to develop evidence based and strategic approaches to marketing.

Key working relationships include:

CRM Marketing Manager, School Marketing Managers, UK Recruitment colleagues and Digital and Creative Media colleagues.

The Marketing Team is comprised of 22 staff with expertise in CRM, Market Research, Digital and Brand Marketing and Marketing planning and delivery.

This is an exciting time to join Sussex. We are a dynamic team, doing good and important work.

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. The School / Division

The Professional Services comprise approximately 650 staff across eleven main divisions. The budget is approximately £12m a year. In addition, trading activities for residences and other campus services have a turnover of £17m a year.

Division of Communications, Marketing and Advancement

The Division of Communications, Marketing and Advancement is responsible for enhancing the reputation of the University, ensuring the institution's vision and features are promoted and understood by a range of stakeholders including prospective and current students, alumni, supporters, media, staff, government, business and the public.

The division promotes the achievements of students, academics and researchers, as well as professional staff, and communicates the University's education and research offering as well as major developments related to the institution.

It works with colleagues across the University to help maintain Sussex's reputation as a world-class, innovative institution striving for a better world.

It also responsible for meeting Undergraduate and Postgraduate yearly recruitment targets for a both a domestic and International audience.

The Marketing Team

The Marketing Team has a student recruitment remit. The team takes an evidence-based approach to marketing strategy and delivery.

The team is responsible for devising and delivering marketing and PR strategy and activities to reach targeted markets via an evidence-led approach. It works closely with other teams in the Division and colleagues across the University to support the Schools of the University and to promote the University.

Central to all our activities is a customer journey approach delivered predominately through digital channels (web content, SEO including SEO driven content and meta descriptions, google search, email, display as well as social media channels, third party listings sites).

3. Job Description

Job Description for the post of: CRM Marketing Officer

Department: Marketing

Section/Unit/School: Division of Communication, Marketing and Advancement

Location: University of Sussex Campus 50%, Home 50%

Grade: 5

Responsible to: CRM Marketing Officer

Role description:

Working as part of a team to assist in the development, implementation and evaluation of email marketing plans.

To provide up to date and accurate information, advice and guidance to managers and staff at all levels on CRM Marketing.

To liaise between service users and operational teams in relation to queries and requests.

PRINCIPAL ACCOUNTABILITIES

- Provide information, advice and guidance on the range of services and activities within CRM
- Assess queries and potential issues, advising on solutions and linking with relevant operational teams. Using knowledge and experience to solve standard problems directly where possible.
- Develop and maintain effective relationships to engender confidence and trust in the advice provided.

KEY RESPONSIBILITIES

- Confidently advising line managers and staff members, using appropriate methods of communication tailored to the audience answering straightforward questions or researching regulations, policies, and procedures to answer more complex questions, or redirecting as appropriate, sometimes in situations where feelings may be running high.
- Role model good behaviours and knowledge to other team members and stakeholders.
- Developing and maintaining productive and collaborative relationships with managers, colleagues, and other service areas demonstrating professional credibility.
- Develop and maintain an in-depth understanding of CRM and the student customer journey and work with relevant service providers and training providers
- Researching particular areas of enquiry to ensure appropriate advice is given.
- Keeping up to date information regarding developments in practices and legislation within CRM and competitor CRM and sharing knowledge within the team.
- Supporting senior colleagues where appropriate in educating and developing the knowledge and understanding of users about the services provided to promote self-service and self-reliance

- Where required, deliver coaching and training to develop capabilities in line with required improvements.
- Producing high quality, up to date accurate information on relevant subject areas to brief amends or new web pages.
- Maintaining and updating information systems in line with the Data Protection Act, and ensuring accurate recording of query types and suggestions ideas for improvement
- Preparing ad hoc and regular management reports on the use of CRM to aid the improvement of processes and understanding of the services provided.
- Provide advice on ongoing projects and how they might affect the student customer journey.
- Providing support and guidance for the administration for the Marketing team.
- To carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed.

Dimensions and Main tasks

- Writing copy, building and sending of HTML emails
 - Project planning and implementation of CRM marketing plans
 - Evaluation of CRM campaigns
 - Market and competitor data collection and analysis
 - Marketing Administration
 - Other duties
- The post holder reports to the CRM Marketing Manager, they are given clearly agreed responsibilities in specific areas. Their line manager would agree daily/weekly/monthly tasks and duties in order to achieve their agreed objectives and support the delivery of the University's goals. The post holder may be expected to work collaboratively across the University and with key stakeholders to deliver single team working that efficiently and effectively supports the achievement of those goals and objectives.
 - Support achievement of the Division's compliance with all applicable statutory and regulatory compliance obligations, including (but not limited to): UKVI, Health & Safety, the Prevent Duty, data protection, Competition and Markets Authority requirements and equal opportunities, as appropriate to the grade and role. Additionally, to promote good practice in relation to University policy, procedure and guidance in relation to those compliance matters in respect of students, staff and other relevant parties.

This Job Description sets out current responsibilities of the post that may vary from time to time without changing the general character of the post or level of responsibility entailed.

PERSON SPECIFICATION

ESSENTIAL CRITERIA

1. Good secondary education
2. Effective planning and organisational skills.
3. Well-developed interpersonal skills with the ability to quickly build rapport
4. Effective oral and written communications skills to work with colleagues and customers providing information and responding to questions and queries.

5. Ability to work flexibly within a small team and on own initiative.
6. Ability to assess problems effectively and suggest solutions for minor impact decisions autonomously.
7. Competent IT skills to effectively manager own workload – MS Suite
8. Ability to provide pastoral welfare support to junior members of the team where necessary.

ESSENTIAL ROLE-SPECIFIC CRITERIA

1. Good working knowledge of area of CRM, email marketing and its best practice
2. Experience of copy writing for email and HTML builds for marketing purposes
3. Experience of digital communications either web or email
4. Experience comparing data for marketing purposes and evaluating digital, direct marketing or email campaigns
5. Awareness of basic marketing principles including brand identity

DESIRABLE CRITERIA

1. Able to work at least two Saturdays a year to help with registration for events at the University
2. Relevant experience working in a university or similar environment.
3. Understanding application processes to Higher Education