CRM Coordinator (International)

External Relations

Closing date: 6 August 2019

Interview date: To be confirmed

Vacancy reference: 7857
INTRODUCTION

The University Strategy for 2014-2020 sets ambitious targets for student recruitment with a focus on increasing the number of well qualified students admitted to the University. Marketing, Recruitment, Admissions and Outreach (MRAO) plays a vital role in this vision, acting at the point of interface between the University and its future students. Staff in MRAO work closely with prospective students and their advisers across a range of home and international markets and across multiple communication channels.

In this newly created role we are seeking to appoint an CRM Coordinator to support the development and delivery of customer relationship management in support of international student recruitment growth. You will play a key role in the planning, writing and delivery of targeted and engaging CRM communications to a range of international audiences, including enquirers, leads, offer-holders and their influencers. Working under the direction of the CRM Manager, you will contribute to the development of the Department’s wider CRM activities, including management information reporting and refinement of campaigns.

With a strong focus on both data and content quality, you will work collaboratively with colleagues in MRAO to support the York brand and wider recruitment and marketing aims. Joining at an exciting time for the University as we launch an ambitious new strategy for international growth, you will be based in the Student Recruitment CRM Team and will collaborate closely with the International Recruitment and Marketing teams.
Main purpose of the role

The key purpose of the role will be to coordinate the effective use of Customer Relations Management systems and processes in support of the University’s strategy for international student recruitment growth.

You will play a lead role in identifying and developing opportunities for international lead capture, working with the CRM Manager to ensure data is collected correctly and is compliant with GDPR and other data quality requirements. Working with colleagues, you will play a key role in the planning, writing and delivery of targeted and responsive communications to international leads, enquirers, offer holders and their influencers.

Working under the direction of the CRM Manager, you will also contribute to the development of CRM IT and reporting systems to maximise the effectiveness of campaigns and deliver appropriate management information to CRM stakeholders.

The post-holder will work closely with the International Recruitment, Marketing and Technical teams to coordinate work and will be expected to contribute to the wider CRM work of the Department, and to the wider work of MRAO.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

Communications planning, copywriting and content production:

- Work with the International Recruitment team, CRM Manager and Marketing to develop and coordinate the annual international communications planning exercise.
- Work collaboratively with colleagues in MRAO to develop a series of targeted communications for prospective international students (leads), offer holders and influencers (school counsellors, parents, agents).
- With guidance and support from International Recruitment and Marketing, ensure specific communications are reflective of market needs and cultural sensitivities and supportive of wider University branding and positioning aims.
- Initiate and contribute to the production of high quality, relevant and engaging digital content which can be adapted for a range of international audiences.
- Create new content and/or adapt existing content to meet the specific needs of international students, working closely with specialists in the Marketing team to ensure compliance with style and brand guidelines.

Campaigns and data management:

- Develop and make effective use of CRM IT systems to deliver targeted and engaging communications to prospective international students (leads), offer holders and influencers (school counsellors, parents, agents).
- Develop and coordinate campaigns that build the international enquiry base (leads) and encourage further interaction with the University through events, with recruitment colleagues, and via social media channels (eg WeChat) with the aim of converting enquiries in to applications.
- Support CRM conversion campaigns that encourage acceptance of offers through increased interaction with the University through events, with recruitment colleagues, and via social media.
- Support recruitment colleagues to ensure the timely importation of leads into the CRM from events, from web forms, or via campaigns run with external marketing agencies.
JOB DESCRIPTION

- Support the CRM Manager with the development and dissemination of CRM reports and reporting systems to maximise the quality, effectiveness and consistency of communications activity.

**Enquiry management**

- Ensuring effective and efficient responses to enquiries from prospective students received through the CRM from variety of channels.
- Coordinating enquiries from international prospects and supervising administrators in inputting enquiries to CRM, managing pipeline of response and follow up.
- Coordinating responses to commonly asked questions (eg FAQs, standard responses).
- Supporting lead generation and lead management services provided by external partners and processed through the CRM.

**Collaborative Working**

- Work in a constructive and collaborative manner with a range of individuals and organisations to ensure that the above responsibilities are carried through.
- The post-holder may from time to time be involved in other aspects of MRAO’s work, in particular providing staffing assistance at major Open Days and during confirmation and clearing.

The above list of duties is not exhaustive and is subject to change. You may be required to undertake other duties within the scope and grading of the post.
# PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>A good general education to include three passes at A Level, or equivalent education qualification, or relevant experience</td>
<td>Essential</td>
</tr>
<tr>
<td>Degree level qualification or equivalent</td>
<td>Desirable</td>
</tr>
</tbody>
</table>

## Knowledge

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of Customer Relationship Management (CRM) processes and their application in communications and marketing</td>
<td>Essential</td>
</tr>
<tr>
<td>An understanding of international student motivations and needs</td>
<td>Essential</td>
</tr>
<tr>
<td>Knowledge of legislative requirements relating to the recruitment and admission of students to Higher Education (eg GDPR, CMA)</td>
<td>Essential</td>
</tr>
</tbody>
</table>

## Skills, abilities and competencies

<table>
<thead>
<tr>
<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to communicate effectively with varied audiences</td>
<td>Essential</td>
</tr>
<tr>
<td>Excellent copywriting skills with the ability to write creatively in different styles</td>
<td>Essential</td>
</tr>
<tr>
<td>Excellent attention to detail with strong proofreading skills and the ability to ensure content is consistent, accurate and on-style</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to work to pre-defined content and design guidelines</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to use negotiation skills in order to have open discussion with individuals and groups</td>
<td>Essential</td>
</tr>
<tr>
<td>Excellent organisational skills with the ability to prioritise and meet deadlines</td>
<td>Essential</td>
</tr>
<tr>
<td>Excellent IT skills including the use of word-processing, presentation, database and spreadsheet applications</td>
<td>Essential</td>
</tr>
<tr>
<td>Commitment to data quality</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to work independently and use initiative in identifying communication needs and developing solutions</td>
<td>Essential</td>
</tr>
</tbody>
</table>
## PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>Experience</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience of creating high quality and engaging content</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of providing efficient and effective customer service</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of using a range of content strategies and communication channels to effectively engage with a market</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of working with a CRM system</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of market segmentation and data analysis techniques</td>
<td>Desirable</td>
</tr>
<tr>
<td>Experience of communicating with an international audience</td>
<td>Desirable</td>
</tr>
</tbody>
</table>

## Personal attributes

<table>
<thead>
<tr>
<th>Personal attributes</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, diplomatic and confident in dealing with a wide range of people and situations</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability and willingness to work collaboratively as part of a team</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to work with a high degree of adaptability and respond positively to changing circumstances</td>
<td>Essential</td>
</tr>
<tr>
<td>Evidence of a high level of attention to detail and accuracy</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability and willingness to work occasional extended hours and out of hours (eg evenings and weekends where required)</td>
<td>Essential</td>
</tr>
</tbody>
</table>
Marketing, Recruitment, Admissions and Outreach (MRAO) is part of the External Relations Directorate. MRAO has responsibility for the following:

- provision of an agile, responsive and professional marketing service to the University that aims to transform marketing and provide 'best in class' solutions and services;
- outreach to and recruitment of prospective undergraduate and postgraduate students in UK, European and international markets;
- admissions policy and strategy in relation to undergraduate and postgraduate students as well as the operation of the University's admissions function and links with UCAS. Admissions decision-making is in part centralised with decisions taken by members of SRA staff;
- outreach specifically to students with widening participation characteristics.

This role is based within the Student Recruitment CRM Team which works closely with other sections of the Directorate of External Relations: in particular those dealing with international recruitment, marketing, communications, partnerships, alumni outreach and admissions. The Team is based in The Stables building on Campus West.
Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2019 it is the home of more than 18,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world's leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and one of just six post-war universities to have appeared in the world top 100. We were rated 22nd in the 2019 Times & Sunday Times league table. The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding multiple awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our [Relocation Package](#) and [Welcome Officers](#).

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our [employee benefit pages](#)
The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it’s also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 7857
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 6 August 2019

What will I need?

We will ask you for details of:
- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and/or by answering questions.

Help and assistance

Direct any informal queries to Gwion Sims (gwion.sims@york.ac.uk)

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835