Job Description and Person Specification

Last updated: January 2022

JOB DESCRIPTION

Post title:	**Head of CRM and Enquirer Experience**
Standard Occupation Code: (UKVI SOC CODE)	TBC – Depends on Specialist Area and Key Accountabilities
School/Department:	Global Recruitment and Admissions (GRA)
Faculty:	Student Experience Directorate (SED)
Career Pathway:	Management, Specialist and Administrative (MSA) Level: 5
Posts responsible to:	Associate Director Student Recruitment Marketing and Events
Posts responsible for:	CRM and Enquiry Team Leader L4
Post base:	Office-based (see job hazard analysis)

Job purpose
To manage and coordinate the work of the Customer Relationship Management (CRM) and Enquiries Teams, ensuring the delivery of an excellent customer service and enquirer experience. This key role in the enquirer and applicant journey ensures that the service delivered meets the expectations of customers and as such contributes towards the University meeting its student number plans. The role acts as a product manager for the Global Recruitment and Admissions (GRA) elements of the University's CRM system, working collaboratively with other CRM stakeholders to ensure a system that is fit for purpose, effective and customer-focused.

Key accountabilities/primary responsibilities	% Time
1. Act as product manager for the GRA elements of the University's CRM system, understanding how internal and external users interact with it and the value they gain from it. • Identifying and documenting product fixes, modifications, and new features in collaboration with the CRM community of practice across iSolutions and other Professional services that use the system. • Encouraging best practice amongst users of the CRM system • Working with other CRM stakeholders to ensure a system that is fit for purpose in delivering an excellent enquirer and application experience. • Supporting design, build and test of new features and functionality • Being a champion for the use of the system, and building reporting capacity that enables evidence-based decision making	30 %

Key accountabilities/primary responsibilities	% Time
2. Manage and coordinate the delivery of the University's enquirer and conversion campaigns, collaborating with colleagues in Student Recruitment Marketing and Events, Faculties, and other professional services departments to build and evaluate compelling CRM campaigns. • Determining how best to deploy the system to influence application and conversion behaviours • Using user data and performance metrics to inform consistent improvement of activities	25 %
3. Be responsible for the enquirer experience to ensure an excellent service that improves the perception of the University of Southampton. Review the performance of the team and propose improvements to maintain an efficient and excellent service to enquirers and applicants through the customer journey. Ensure the team is positioned as a service to prospective students and remains focused on this purpose.	15 %
4. Manage the CRM elements of the systems that deliver non-UCAS application processes such as Postgraduate Research (PGR) and Postgraduate Taught (PGT), study abroad, pre-sessional English. Ensure where possible unification of these processes on a single platform that delivers an excellent applicant experience and allows for movement of resource to match workloads.	10%
5. Work closely with the Policy & Insight team within GRA to ensure that data and insight determined from enquirer and applicant behaviour is fed into future horizon-scanning and market analysis activity.	5 %
6. A member of the Student Recruitment & Events senior leadership team overseeing market performance and ensuring collaborative and efficient effort across the functional teams. Specific link role with Faculty of Medicine to attend faculty meetings to represent SRME	5%
7. Contribute, as a senior member of the Student Recruitment Marketing and Events Team towards broader initiatives to ensure and implement an excellent applicant and student experience. Participate in cross-functional activities such as international student registration, open days and student recruitment events, confirmation and clearing.	5 %
8. Any other duties as allocated by the line manager following consultation with the post holder.	5 %

Internal and external relationships
GRA and University senior management and colleagues iSolutions colleagues and the CRM community of practice Relevant suppliers and external contacts Departmental and University senior management External customers - Prospective students, applicants and their supporters Academic and professional services staff

Special Requirements
Demonstrate Southampton University behaviours (Embedding Collegiality – see below).

PERSON SPECIFICATION

Criteria	Essential	Desirable	How to be assessed
Qualifications, knowledge and experience	Skill level equivalent to achievement of a professional qualification or postgraduate degree in Higher Education (or similar) or IT application management or other related area. Proven experience of managing CRM projects including the introduction and implementation of a new system. Proven project and/or people management skills. Able to apply experience and awareness within the specialist field of CRM with both technological and operational experience. Able to appreciate University priorities and to apply these in managing work outcomes. Detailed knowledge and experience of Customer Relationship Management systems.	Membership of relevant professional body such as CIM or of a CRM interest group PRINCE2 or similar project management qualification. CIM or similar marketing qualification Evidence of CPD in the field of CRM	
Planning and organising	Able to plan and manage major new projects or significant new activities, ensuring plans complement broader organisational strategy. Significant creative and technical experience of conversion activities and associated communication campaigns		
Problem solving and initiative	Able to identify broad trends to assess deep-rooted and complex issues. Able to apply originality in modifying existing approaches to solve problems. Demonstrate a capacity to question traditional assumptions and contribute to solutions that raise expectations about performance		
Management and teamwork	Able to manage team dynamics, ensuring any potential for conflict is managed effectively. Able to formulate development plans for own staff to meet current and future skill needs. Able to provide expert guidance and advice to colleagues to resolve complex problems. Proactive approach to managing staff, processes, resources and projects.		
Communicating	Able to persuade and influence in		

and influencing	order to foster and maintain relationships. Able to resolve tensions and difficulties as they arise. Proven ability to draft evidence-led written reports in a clear way that address key issues in a succinct manner, communicating specialist concept to non-specialist audiences		
Other skills and behaviours	Detailed understanding of customer service in a higher education setting, and a commitment to providing high levels of service.		
Special requirements			

JOB HAZARD ANALYSIS

Is this an office-based post?

☒ Yes	If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below.
☐ No	If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below.
	Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder.

- HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work			
Extremes of temperature (eg: fridge/ furnace)			
## Potential for exposure to body fluids			
## Noise (greater than 80 dba - 8 hrs twa)			
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:			
Frequent hand washing			
Ionising radiation			
EQUIPMENT/TOOLS/MACHINES USED			
## Food handling			
## Driving university vehicles(eg: car/van/LGV/PCV)			
## Use of latex gloves (prohibited unless specific clinical necessity)			
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)			
PHYSICAL ABILITIES			
Load manual handling			
Repetitive crouching/kneeling/stooping			
Repetitive pulling/pushing			
Repetitive lifting			
Standing for prolonged periods			
Repetitive climbing (ie: steps, stools, ladders, stairs)			
Fine motor grips (eg: pipetting)			
Gross motor grips			
Repetitive reaching below shoulder height			
Repetitive reaching at shoulder height			
Repetitive reaching above shoulder height			
PSYCHOSOCIAL ISSUES			
Face to face contact with public			
Lone working			
## Shift work/night work/on call duties			

Appendix 1. Embedding Collegiality

Collegiality represents one of the four core principles of the University; Collegiality, Quality, Internationalisation and Sustainability. Our Southampton Behaviours set out our expectations of all staff across the University to support the achievement of our strategy.

All staff	Behaviour
Personal Leadership	I take personal responsibility for my own actions and an active approach towards my development
	I reflect on my own behaviour, actively seek feedback and adapt my behaviour accordingly
	I show pride, passion and enthusiasm for our University community
	I demonstrate respect and build trust with an open and honest approach
Working Together	I work collaboratively and build productive relationships across our University and beyond
	I actively listen to others and communicate clearly and appropriately with everyone
	I take an inclusive approach, value the differences that people bring and encourage others to contribute and flourish
	I proactively work through challenge and conflict, considering others' views to achieve positive and productive outcomes
Developing Others	I help to create an environment that engages and motivates others
	I take time to support and enable people to be the best they can
	I recognise and value others' achievements, give praise and celebrate their success
	I deliver balanced feedback to enable others to improve their contribution
Delivering Quality	I identify opportunities and take action to be simply better
	I plan and prioritise efficiently and effectively, taking account of people, processes and resources
	I am accountable, for tackling issues, making difficult decisions and seeing them through to conclusion
	I encourage creativity and innovation to deliver workable solutions
Driving Sustainability	I consider the impact on people before taking decisions or actions that may affect them
	I embrace, enable and embed change effectively
	I regularly take account of external and internal factors, assessing the need to change and gaining support to move forward
	I take time to understand our University vision and direction and communicate this to others