Job Description

Post title: Customer Relationship Management (CRM) Co-ordinator (Recruitment Communications)

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Standard Occupation Code:

School / Department:	Global Recruitment, Admissions & Marketing (GRAM)
Faculty / Directorate:	Student Experience Directorate (SED)
Job Family:	Management, Specialist and Administrative (MSA)
Grade:	Level 3
ERE Pathway (if applicable):	Not applicable
Post reporting to:	Associate Director UK Student Recruitment or Head of CRM (TBC)
Post line report(s):	None
Post base location:	Hybrid: Campus / Home

Job purpose: To use a variety of communication tools and channels to improve and maintain relationships with stakeholders and influencers in the schools and colleges that are in the University of Southampton's (UoS) target market.

To work with the UK Recruitment and Marketing teams to plan, deliver and evaluate a programme of B2B communications to the target audience primarily through the University's CRM. Using excellent copywriting skills and working with colleagues to build effective relationships with key stakeholder schools & colleges. Occasionally, support the delivery of school/college events on campus.

Key accountabilities and indicative time allocation:

1.	50%

To plan, deliver and evaluate with colleagues a multi-channel communications plan that will inform and influence the target audience to be positively influenced towards Southampton.

To work with internal stakeholders in GRAM to agree and periodically review the target audience for communications. Align the comms plan to the University's recruitment campaigns to span the awareness, conversion and enrolment phases of the applicant journey.

2.	20%

Apply a detailed knowledge and understanding of communicating with B2B stakeholders.

Use creativity and technical expertise to produce innovative and engaging approaches to communications. Create and manage the content of all collateral that is sent to schools/colleges, including newsletters, bulletins, emails etc.

Support the maintenance of the schools/colleges webpages on the UoS website. Devise new content as required.

Produce event specific communications when required.

Create content for student facing collateral that will appear in schools (e.g. posters, Clearing information etc) and aligned with student recruitment campaigns.

Communicate effectively across the GRAM directorate to ensure quality and consistency across recruitment and marketing activities for schools/colleges.

3.	20%

Manipulate, analyse and/or evaluate specialised, but relatively straightforward, information or data. Use excellent copywriting, proof reading and production skills to write outstanding copy and content for all communications using UoS brand guidelines, tone of voice, photography and digital asset libraries.

Proofread all copy to ensure error free content.

Collate, instruct and manage the workflow of design jobs - ensuring we follow the set lead times and sign off process.

4.	5%

Highlight and prioritise issues for further investigation. Prepare and circulate documentation or reports in appropriate formats to inform others and/or support decision making.

Plan and prioritise own short and medium-term work activities. Interpret requirements, co-ordinate with related activities and services, determine sequence of work and adapt approach if required, within general requirements and overall objectives.

5.	5%

Any other duties as allocated by the line manager following consultation with the post holder.

Internal and external relationships:

Departmental management and University senior management

Other members of the department/University staff

External customers and stakeholders

Relevant suppliers and external contacts

Person Specification – Skills and Competencies

All essential and desirable criteria outlined in this Person Specification will be assessed through a combination of recruitment application and CV, and where applicable numerical or written assessment.

Knowledge, Experience and Qualifications

Essential

- Substantial practical knowledge and experience in the required operational discipline. Practical knowledge may have been gained through some or all of the following:
  - o Substantial, relevant work experience
  - o Vocational training
  - o Formal qualification(s) equivalent to Level 3 or 4 of the Regulated Qualifications Framework e.g. AS or A Level, advanced or higher apprenticeship, or Level 3 or 4 award, certificate, diploma, NVQ.
- A solid understanding of communications practices.
- Proven experience of delivering B2B comms plans, including extensive copywriting and proofreading.

Teamwork and Communication

Essential

- Positively influences the way the team works together.
- Ensures colleagues are clear about priorities and service expectations.
- Ensures regular liaison and communication with a wide range of colleagues and builds good working relationships.
- Offers proactive advice and guidance.
- Ability to work collaboratively across organisational boundaries.
- Ability to form and maintain good relationships with internal and external contacts.
- Excellent attention to detail
- Excellent writing skills

Planning, Organisation and Resource Management

Essential

- Plans and prioritises own work, and that of others, where required.
- Solicits ideas and opinions from others to inform work plans.

Problem Solving and Initiative

Essential

- Elicits information to identify specific customer needs.
- Uses initiative and applies a comprehensive understanding of established practices and procedures to interpret requirements, identify issues and resolve problems.
- Develops improved methods, where required, within established practices and procedures.

Job Hazard Assessment

A full health clearance is required for this role where any hazards marked "^", using the agreed Occupational Health referral template available from here. Where a full health clearance is required, this will apply to all role holders, including existing members of staff.

Physical Environment

Working outside ^	Not applicable
Exposure to noise levels >80dbA ^	Not applicable
Working with dust or fumes ^	Not applicable
Working with skin irritants ^	Not applicable
Working with chemicals (industrial or cleaning) ^	Not applicable
Working in a confined space ^	Not applicable
Working at height ^	Not applicable
Working with sewage ^	Not applicable
Contact with cytotoxins ^	Not applicable
Exposure Prone Procedure (EPP) work ^	Not applicable
Contact with clinical specimens or pathology work ^	Not applicable
Direct patient care or patient contact	Not applicable
Exposure to temperature extremes	Not applicable
Frequent hand washing	Not applicable
Ionising radiation	Not applicable

Psychological and Social Environment

Working shifts ^	Not applicable
Working nights ^	Not applicable
Lone working	Not applicable
Working with children	Occasionally <30% Time
Exposure to persons with challenging behaviour	Not applicable
Working with larger groups	Not applicable

Equipment, Tools and Machines

Working with vibrating machinery or tools ^	Not applicable
Driving duties e.g. LGV, PCVs, forklift trucks ^	Not applicable
Food handling	Not applicable
Contact with latex	Not applicable

Physical Abilities

Prolonged physical movements or actions e.g. walking ^	Not applicable
Prolonged Standing or Sitting ^	Frequently 30-60% Time
Moving or handling heavy loads ^	Not applicable
Repetitive pulling or pushing ^	Not applicable
Repetitive climbing (steps, stools, ladders, stairs) ^	Not applicable

Repetitive crouching, kneeling or stooping	Not applicable
Repetitive lifting	Not applicable
Fine motor grips (e.g. pipetting)	Not applicable
Repetitive reaching below shoulder height	Not applicable
Repetitive reaching at shoulder height	Not applicable
Repetitive reaching above shoulder height	Not applicable

Behaviours

Our [Inclusion and Respectful Behaviour Policy](#) describes the expectations of everyone who is a part of our community.

Our **Southampton Behaviours** (below) outline the responsibilities we each have in working collaboratively to achieve our University strategy.

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 demonstrate 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 be.

- 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 make improvements.

- 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 their conclusion.

- I encourage creativity and innovation in others, 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 for change, and gaining support to move forward.

- I take time to understand our University strategy and communicate this to others.