

## Job Description

<b>Job title:</b>	<b>CRM and Data Administrator</b>
<b>Reports to:</b>	<b>Marketing &amp; Communications Manager</b>
<b>Responsible for:</b>	n/a
<b>Grade:</b>	<b>BSSE</b>

### Purpose

The CRM and Data Assistant will provide CRM support to the Marketing, Recruitment and Stakeholder Engagement Teams to support the collection of leads, delivery of engagement and conversion communications and campaigns and the delivery of targeted communications to our applicants and enquirers.

To help build views and workflows in the CRM and build and generate reports from the CRM system, maintaining data accuracy at all times.

# Main duties and responsibilities

## Main Duties;

Work with colleagues Marketing, Recruitment and Stakeholder Engagement to support the delivery of communications to applicants and enquirers in order to improve conversion and support our strategic targets for recruitment.

Use problem solving skills and initiative to deal with queries/issues about the Customer Relationship Management system (CRM) in an efficient and effective manner, escalating to the service provider as needed.

Work with colleagues to understand and streamline business processes and build corresponding workflows within the CRM.

Support the implementation of detailed and effective annual engagement conversion and campaign plans using a range of mediums; such as email, SMS and direct mail, supporting our wider marketing and digital media strategy.

Work closely with colleagues to ensure a coherent structure of corporate and recruitment communications are delivered through the CRM.

Set up dashboards in the CRM and run accurate reports from the CRM using Query building skills to support delivery of communications and monitoring and tracking of the success of our campaigns.

Work closely with the Admissions and Onboarding and CIS teams to ensure links with Admissions systems are maintained, adhering at all times to the requirements of the Data Protection Act and ensure data policies, procedures and protocols are adhered to whilst maintaining maximum data integrity.

Support the use of Dotdigital e-marketing tool to build and monitor e-marketing campaigns.

Support innovative ways of developing the use of the CRM ensuring effective and lean processes and accurate data sets.

Support other users of the CRM as required, by demonstrating activities and helping key staff use the system on a day-to-day basis, ensuring staff adhere to a high degree of accuracy and follow CRM governance policies and procedures.

Deliver best practice, support, advice and guidance regarding all aspects of the CRM and contribute to the development of our use of the CRM.

Plan and organise your own workload in a timely and efficient manner to support the delivery of an efficient CRM service.

Undertake development and training as required for this position, including report building, dialogues and workflows and e-marketing tools.

Such other duties temporarily or on a continuing basis, as may reasonably be required, commensurate with your grade., channels and key messages to ensure the most effective approaches

## Safeguarding Children and Vulnerable adults

Understand and comply with Safeguarding legislation and ensure that best practice is embedded in all working practices as required

Commitment to Safeguarding and promoting the welfare of children and vulnerable adults, ensuring that this commitment is demonstrated in all aspects of the role as appropriate

## General

Be aware of, and comply with, legislations/competence standards relevant to the work of the Directorate

Understand and comply with all college policies, including the Policy to promote Equality of Opportunity

Assist as required during examination and enrolment periods

Be conversant with Health and Safety and Safeguarding requirements

Participate in the Staff Learning and Development, Review and Appraisal Scheme

Undertake such duties and/or hours of work as may reasonably be required of you, commensurate with your grade and general level of responsibility, at your main place of work or at any other establishment for which the College provides services.

# Main duties and responsibilities

## Information, Advice & Guidance

Use opportunities to develop the self-esteem and confidence of students when they seek help and support

Signpost or refer students to appropriate specialist support in a way that is free from direct or indirect discrimination and develops the students' trust in the College

Additionally for specialist support staff (e.g. Opportunities Coaches, Student Finance Support Advisors, Course Information Advisors)

Provide impartial and confidential advice so that the students are able to make informed choices about their future learning and work

**NB; In consultation with you, this job description is liable to variation to reflect actual Contemplated or proposed changes to your job**

# Personal Specification – V2

<b>Post Title: CRM and Data Assistant</b>	<b>We will assess your match to the criteria from:</b>		
<b>Key: E – Essential D – Desirable</b>	Appl. Form	Tests	Interviews

## 1. Education / Training

A relevant first degree or equivalent practical experience that demonstrates relevant levels of knowledge and skills (E)	√		
GCSE (C grade or above) in English and Maths or equivalent (E)	√		
Microsoft Office or equivalent experience (E)	√		

## 2. Experience and Personal Qualities

Understanding and experience of working with CRM platforms and/or database management (E)	√		√
Ability to create filters within a CRM or database environment isolating target audiences (E)	√		√
Experience of working with email marketing packages (E)	√		√
IT literate with good knowledge of Microsoft Office (including Outlook) and web technologies (E)	√		√
Ability to organise, prioritise, multitask and problem solve • Ability to work accurately and with attention to detail (E)	√		√
Ability to manage a varied workload and competing demands (E)	√		√
Excellent customer service skills (E)	√		√
Excellent written and verbal communication skills (E)	√		√
Ability to work with minimal supervision in a busy environment (E)	√		√
Understanding of Data Protection Act (E)	√		√
Ability to work in a pressurised environment to tight deadlines (E)	√		√

Post Title:	We will assess your match to the criteria from:		
Key: (E) – Essential (D) – Desirable	Appl. Form	Tests	Interviews
<b>3. Safeguarding Children &amp; Vulnerable Adults</b>			
Understanding of Safeguarding Legislation and it's application within the educational sector. (E)	√	√	
Commitment to Safeguarding and promoting the welfare of children and vulnerable adults (E)	√	√	
<b>4. Equality &amp; Diversity</b>			
An understanding of and commitment to all aspects of equality and diversity. (E)	√	√	

# How to apply:

For internal candidates:

<https://www.jobtrain.co.uk/barkingdagenhamcollege/internal/>

For external candidates:

<https://www.jobtrain.co.uk/barkingdagenhamcollege/>



[www.bdc.ac.uk](http://www.bdc.ac.uk)