



Job description

VP, Customer Relations Management

November 2020

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched partnerships with 22 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have about 1700 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

Role context

As INTO repositions itself to broaden its capabilities and engage more directly with its customers, agents and students, we need to enable establishing life cycle relationships with our customers, engage more effectively with Marketing to make impact on our business. The position is a transformation leadership role to upgrade our customer data source working with salesforce and marketingcloud, building our capability both centrally and eventually in key source markets such as China and others.

Reporting line

The role reports to the Chief Marketing Officer.

Job purpose

Lead and oversee the Customer Relations Management strategy and plan with respect to CRM infrastructure, Analytics, Loyalty and CRM Lifecycle marketing. This is to enable a consumer-centric, digital first and data driven marketing model. The role will transform our infrastructure working with IT and Recruitment to build our capability of CRM activation programs for students and agents.

Key accountabilities and duties

Role and responsibilities

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- Set the strategy and direct all CRM/Loyalty program infrastructure investments in partnership with IT
- Define requirements, implement, and manage a global CRM eco-system with a focus on a single customer view, analytics, loyalty platform, marketing automation
- Identify technology opportunities across digital, mobile, and omnichannel to enhance the customer experience and drive Brand engagement in a new and innovative way
- Advance the use of analytics, measurements, and tracking tools
- Use advanced analytics to track customer behaviour and engagement, develop segmented communication strategies to maximise annual spend, retention and loyalty
- Develop and launch student and agent life cycle marketing programs that drive conversion activity (Brand awareness, nurturing, conversion)
- Develop and launch student and agent loyalty programs
- Own all loyalty program performance measurements and storytelling
- Build advocacy for sustained organisational investment in CRM/Loyalty/ Analytics
- Challenge Organisation to be relentlessly focused on the needs of the student and Agent
- Translate customer analysis into actionable business opportunities

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The post is based in UK. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification.

Person specification

	Essential	Desirable
Legal status	<ul style="list-style-type: none"> • Right to work in the UK 	
Education/ qualifications	<ul style="list-style-type: none"> • Undergraduate degree 	<ul style="list-style-type: none"> • MBA desired
Experience/skills	<ul style="list-style-type: none"> • Substantial experience of CRM / Loyalty program infrastructure • Deep understanding of end to end CRM management • Excellent knowledge of CRM technology management, strong understanding of marketing, data structure, operational databases and segmentation • Previous experience implementing large scale CRM infrastructure systems and programs • Previous experience in data system transformation and enhancement • Proven success in using analytics to drive business decisions • Strong passion and initiative to drive positive change • Demonstrated results in customer centric programs • Experience in overseeing campaign management • Excellent interpersonal skills supporting a multicultural and cross functional team environment • Experienced in leading teams in performing advanced analytics, segmentation and data mining 	<ul style="list-style-type: none"> • Exepreince in both B2B & B2C.