

Job description

CRM Manager

March 2021

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 improve life cycle relationships with our customers, engage more effectively with marketing to make impact on our business. The position will help define and deliver the CRM strategy with a focus on improving customer communications at every touchpoint of the user journey, both through your direct reports and by working closely with the wider CRM team.

Reporting line

The role reports to the VP, CRM.

Job purpose

To deliver best in class CRM campaigns with a focus on constant evolution and stakeholder management. This is a hands-on role that includes prioritising and deciding what campaigns to run, analysing results of campaigns for continuous growth and improvement as well as looking for opportunities and spotting future trends in CRM.

Key accountabilities and duties

Role and responsibilities

- Implement and support insights driven decision making throughout the CRM team, spotting and acting on trends and opportunities.

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- Implement a culture of constant and demonstrable improvement throughout team activity. Look beyond email to deliver exceptional customer experience
- Build multichannel CRM campaigns directly and through your direct reports.
- Build complex CRM journeys that include engagement based triggers
- Understand the data requirements of the team to drive the most effective campaigns with a focus on constant improvement and conversion.
- Communicate with business stakeholders and report back on success in an engaging and measured way.
- Work closely with IT to ensure our CRM systems, data capture and other processes are fully optimised.
- Define and refine segmentation strategies to ensure highest possible engagement rates from campaign activity.
- Manage end to end campaigns from briefing, data selection and delivering to analysing and improving.
- Deliver best in class CRM communications.
- Responsible for the sign off, quality and performance of all campaign activity from you and your team.
- Effective management of two CRM Specialists: prioritise workloads effectively based on business needs, ensure team efficiency and high performance and output
- Support the VP CRM to deliver business development projects as required

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 Brighton. 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 or equivalent working experience. 	<ul style="list-style-type: none"> • Undergraduate degree in a Marketing subject.
Experience/skills	<ul style="list-style-type: none"> • Excellent communication skills with the ability to manage stakeholder expectations at all levels of the business. • Excellent analytical skills and comfortable working with and interpreting large volumes of data. • Able to look at CRM campaigns through both a creative and strategic lens. • Experience of building campaigns and understanding of the impact of design on a campaign. • Ability to prioritise workload and that of the team. • Passionate about CRM with an ability to lead and inspire a team to deliver forward thinking campaigns. 	<ul style="list-style-type: none"> • Previous line management experience. • Previous experience of CRM in a global business.