



OPPORTUNITY

Where change
gets real.



Reference: 0648-25

Grade: Grade 07

Salary: £30,805 to £36,130, per annum, depending on experience

Contract Type: Permanent

Basis: Full-time

Job description

Job Purpose:

This role will be responsible for co-ordinating and supporting the adoption of our Dynamics 365 CRM across Aston University, primarily for student recruitment journeys in home and international markets for courses from foundation to postgraduate research. The role holder will be a key part of the CRM team, reporting to the Head of CRM and responsible for co-ordinating and consistently deploying CRM user journeys, ensuring best practice and standards in CRM.

Main Duties/Responsibilities

- ▶ Be a core part of a center of excellence approach to CRM, working closely with colleagues across the University, acting as the CRM expert in utilisation and improvement.
- ▶ Become a hands-on expert in all aspects of CRM implementation and adoption, proactively and reactively managing issues and trouble shooting.
- ▶ Facilitate best practice in CRM implementation as technical releases become available, integrating at appropriate points in primary B2C and B2B cycles.
- ▶ Collaborate with colleagues to implement consistent brand standards and support marketing communications performance.
- ▶ Work closely with marketing, recruitment and admissions colleagues to share best practice in creative development and application.
- ▶ Collaborate with marketing, recruitment and admissions colleagues to optimally use the CRM to support the applicant communication journey from enquiry to enrolment and beyond.
- ▶ Implement further features and developments of the system as they become available.
- ▶ Work with colleagues to develop best practice in standards for CRM analytics and insights, leveraging the CRM to deliver recruitment and financial targets.
- ▶ Be data-led with tactical development and improvement, both CRM service and related business performance.
- ▶ Develop the CRM using Power-BI as the primary performance intelligence system to evidence CRM performance, creating recognisable and progressive standards

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

Person specification

	Essential	Method of assessment
Education and qualifications	<ul style="list-style-type: none"> ▶ Educated to undergraduate level, preferably in digital marketing or communications or with the equivalent level of work experience 	Application form
Experience	<ul style="list-style-type: none"> ▶ Working knowledge of a CRM or equivalent relationship marketing system for B2C and / or B2B markets ▶ Broad experience of marketing and recruitment plans and cycles, preferably in Higher Education ▶ Experience of creating, developing, testing and delivering communications with relevant copy and content. ▶ Knowledge of working to agreed objectives and targets ▶ Good practical and applied knowledge of marketing / creative services ▶ Experience of collaborating with a wide range of stakeholders ▶ Willingness to adopt and share best practice in systems and processes. 	Application form and interview
Aptitude and skills	<ul style="list-style-type: none"> ▶ Basic technical understanding of CRM systems, with good communication skills, and the ability to discuss related matters clearly with a broad range of stakeholders (both internal and external) ▶ Ability to use database selection criteria for communication activity, tracking and reporting 	Application form and interview

	Essential	Method of assessment
	<ul style="list-style-type: none"> ▶ Campaign evaluation and data interpretation skills ▶ Experience of implementing successful marketing campaigns ▶ Ability to implement and share best practice of creative and innovative CRM marketing communications. 	

	Desirable	Method of assessment
Education and qualifications	<ul style="list-style-type: none"> ▶ Completed additional industry qualifications and/or hold relevant accreditations e.g. CIM qualifications. 	Application form
Experience	<ul style="list-style-type: none"> ▶ Experience of using Microsoft Dynamics Customer Insights Journeys and Gecko ▶ Experience of CRM / similar marketing systems in other sectors ▶ Experience of working with matrix teams in commercial or similar markets. ▶ Understanding of education systems in key recruitment markets 	Application form and interview
Aptitude and Skills	<ul style="list-style-type: none"> ▶ A broad understanding of a range of legislation which impacts on higher education recruitment and marketing, including UCAS, CMA, GDPR, UKVI visa compliance etc. 	Application form and interview

University values

All staff are expected to demonstrate/promote the University's values and expectations, which are an integral part of our strategy and underpin the culture of the University. In addition, our leaders are expected to be accountable, help to execute strategic visions of the University and share and set clear expectations that inspire those around them.



How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23.59pm on the advertised closing date.

All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form, then please contact the Recruitment Team via recruitment@aston.ac.uk.

Contact information

Enquiries about the vacancy:

Name: Liz Smythe

Job Title: Head of CRM and Conversion

Email: e.smythe@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via recruitment@aston.ac.uk or 0121 204 4500.

Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy.

Salary scales: <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

Benefits: [Benefits and Rewards | Aston University](#)

Working in Birmingham: <https://www2.aston.ac.uk/birmingham>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK: You should ensure that you meet the eligibility requirements, including meeting the [English language standards](#). If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful. Please see UKVI guidance for further information on eligibility, knowledge of English requirements and approved test centres <https://www.gov.uk/tier-2-general>

With the end of free movement for EU/EEA/Swiss nationals from 1 January 2021, the UK's new immigration system applies to all non-UK/Irish nationals who require a visa.

Where an individual is subject to UK immigration control, they will require a visa to work in the UK.

The following individuals do not need a visa for the UK, but do still have to prove their right to work before employment can commence:

- **British Citizens or Irish Nationals**
- **EU/EEA/Swiss nationals with Settled or Pre-settled status under the EU Settlement Scheme**
- **Non-EEA nationals with Indefinite Leave to Remain/Settlement in the UK**

The main routes available for those who need a visa to work in the UK are **Skilled Worker**, **Global Talent** and the **Graduate Route**.

You can find further information about each of these visa routes on our candidate immigration page.

If you will conduct research in your role, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application. Please see below for further details.

Academic Technology Approval Scheme (ATAS):

If you will conduct research in your role and you apply for a Skilled Worker or Temporary

Worker GAE visa, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application.

This process can take at least 6 weeks to process, and Aston will consider this when confirming your expected start date. Processing times will increase between April and September and can longer to complete.

There is no fast-track option available. ATAS certificates will be processed in order of receipt.

You can find more information about ATAS on our candidate immigration page.

Before you start and Right to Work

90-day entry vignette

If you have applied for your visa outside of the UK, you will receive a vignette in your passport which is usually valid for 90 days. Please make sure to travel to the UK within the 'valid from' and 'valid to' dates on this visa. If you entered the UK before or after these dates, you would not 'activate' the visa and you would need to leave and re-enter the country.

You will also receive a decision letter confirming details about your immigration permission and where to collect your Biometric Residence Permit.

Cost of Living - Estate and Letting Agents

There are numerous Estate and Letting Agents in and around Birmingham that can help you find suitable accommodation. The Midland Landlord Accreditation Scheme provides a list of professional agencies and landlords who have applied with them for accreditation. Whilst accreditation is not a guarantee of quality, it provides some reassurance about the standard of the service they provide.

You can also use property search websites such as Rightmove or Zoopla.

Equal Opportunities

Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its

Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment.
Individuals will not be identified by name.

Data Protection

Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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