

**Job Title:** CRM Support Officer  
**Grade:** 5  
**Salary:** £25,138 to £29,605 per annum (pro rata)  
**Department:** External Relations Division  
**Hours/Contract:** Full time or job share considered, Fixed term for 12 months  
**Job Family:** Management and Administration  
**Reference:** 10293

## Role Purpose

To support the University's customer relationship management (CRM) activities and ensure the smooth operation of our CRM system. You will be responsible for assisting with system operation, new feature testing, data analysis, and administrative tasks to maintain accurate records and content.

To support and assist the CRM Operational Project Lead in the launch, management, development and execution of CRM campaigns and contribute to the rollout of new CRM functionality to External relations colleagues, focused on increasing student recruitment campaign conversions.

The University is embarking on the implementation of Microsoft Dynamics as an institutional-wide CRM. A project has been established and a Microsoft implementation partner has been appointed. The first phase of the project has begun to deliver student recruitment and marketing capability in order to facilitate the University's ambitions with respect to student numbers and engagement.

This role is based in the External Relations Division (ERD) and will be part of the CRM development project team. This team supports the implementation of Dynamics 365 and will ensure the seamless transition from project to business-as-usual. The role is will support the adoption of our new Dynamics 365 (D365) CRM across the University and will support the delivery of the operational requirements for all communications, event bookings and conversion activities within D365.

You will work with colleagues across Digital Services, Admissions, Recruitment, Marketing and Communications to meet the project benefits and deliver against the implementation timeline.

## Main Duties and Responsibilities

- Assist in the planning, building, testing, execution and troubleshooting of new functionality, campaigns, analysis, reporting, recommendations, training and support
- Ensure the CRM's journeys, functions, emails, SMSs, and related content adhere to best practice and optimal workflows
- Support in producing analysis on campaign and channel performance and providing recommendations on potential improvements
- Track the success of campaigns and communicate risks and opportunities to internal colleagues to facilitate continual improvement
- Act as the CRM team's lead administrator including content and processes using Microsoft Dynamics, DevOps, Teams, Outlook, and associated software and systems





## Internal and External Relationships

### Internal relationships:

- Regular contact with CRM project team members comprising staff from Digital Services and External Relations
- Working closely with Admissions, Recruitment, Marketing, and Communications colleagues to understand requirements and embed new ways of working
- Working with members of the External Relations Division, academic schools and other professional services identified as project stakeholders

### External relationships:

- Microsoft implementation partner
- Higher education network to learn and share best practice.

## Planning and Organising

- To support the planning of project delivery against business-as-usual activities to ensure that this aligns to the academic recruitment and communications cycle
- To assist in the delivery against agreed project milestones
- To help organise and deliver training to embed new ways of working

## Qualifications, Knowledge and Experience

### Essential

- Demonstrable experience in a similar role - ideally CRM related
- Professionalism, strong communication and team working skills
- Strong attention to detail with the ability to analyse common inconsistencies.
- Experience of working in a systems/process change environment
- Good knowledge of IT systems

### Desirable

- Experience of Microsoft Dynamics 365
- Experience of collaborating with a wide range of stakeholders within an HE environment
- Experience of working within an Agile team

## Skills, Abilities and Competencies

### Essential

- Excellent written and oral communication skills \*
- Excellent customer service and project management skills \*





- Flexible approach to problem solving and ability to adapt to changing priorities\*
- Ability to work under pressure to tight deadlines
- Ability to use initiative and to work quickly and accurately
- Ability to understand requirements and to implement best practice

***\*Criteria to be used in shortlisting candidates for interview***

## Reason for Fixed Term Contract

The reason for the fixed term contract is stated in section 1.9 in the summary of contractual terms in your contract of employment.

## Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

## Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

## University Values

**Inclusive** - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

**Inspiring** - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

**Impactful** - As Citizens of Change we will generate new ideas which deliver impact and empower our community

## Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equity support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equity, diversity and inclusion.

