JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Marketing Manager (CRM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
</tr>
<tr>
<td>Job type</td>
<td>Professional Services</td>
</tr>
<tr>
<td>Grade:</td>
<td>RHUL 7</td>
</tr>
<tr>
<td>Accountable to:</td>
<td>Head of Acquisition Marketing and CRM</td>
</tr>
<tr>
<td>Accountable for:</td>
<td>Marketing Officer (CRM)</td>
</tr>
</tbody>
</table>

**Purpose of the Post**

Working in conjunction with other members of the team or on their own projects as appropriate, the Marketing Manager (CRM) will lead the planning and development of a data-driven email engagement strategy that engages prospective students both from the UK and internationally, driving successful conversions via marketing communication campaigns, and reporting on results to inform decisions and demonstrate impact on student recruitment.

**Key Tasks**

1. Lead the annual planning and development of engaging, targeted and creative student recruitment and conversion campaigns, using data driven insights.
2. Manage the implementation of campaigns and projects, whether directly or through strategic partners, to affect a measurable, positive impact on student recruitment and other targets.
3. Day-to-day management and monitoring of email and acquisition metrics, identifying trends, developing reports and using data to lead on decisions, through assessment of data gathering methods across marketing platforms and determining best practice for analysis and reporting.
4. Develop good working relationships, and liaise, with key stakeholders throughout the academic cycle to ensure campaigns and activities are delivered effectively.
5. Ensure individual campaign activity is relevant to the recruitment cycle of each prospective student group and their influencers, and that messaging complements wider marketing communications activity wherever possible, and does not conflict with other campaigns or programmes.
6. Be responsible for the development of effective content that maximises the unique contributions that owned, earned and paid for channels offer, basing decisions on evidence and insight. This includes, but is not limited to, paid-for opportunities creative email campaigns, copywriting, virtual engagement opportunities such as digital events.
7. Ensure an integrated approach to all content creation and recruitment campaign and programme delivery, ensuring colleagues across Marketing and Communications, and as appropriate across the university, are consulted, engaged and involved as appropriate.
8. Champion a digital first approach to campaigns and programme planning and execution, ensuring content is appropriately targeted, impactful and engaging.

9. Ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment.

10. Gain a deep understanding across the team of GDPR, PECR and other data sharing principles, and ensure that activity complies with prevailing legislation at all times.

11. Together with colleagues across Marketing, support the Student Recruitment team and other internal stakeholders to ensure best practice in effectively to applicant and enquirer questions. Ensure intelligence from the Student Recruitment team regarding frequently asked questions, emerging issues, policy changes etc. is shared efficiently to inform content development.

12. In partnership with Marketing Managers, support academic department-specific recruitment activity, reusing and recycling content where relevant.

13. Lead the way within the team to ensure campaigns have a clear call to action and that opportunities to capture data are maximised. Ensure data is shared with colleagues and can be and is used to support evidence-based insight.

14. Be responsible for ensuring relevant web content on the university website, as assigned, is robustly managed according to website governance models. Work in partnership with the Digital team to identify and action as agreed innovations which will strengthen the role the website plays in student recruitment.

15. Ensure every campaign has measurable objectives, and, through your team, is evaluated in order that lessons for future activity can be applied.

16. Proactively develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education.

17. Support some out-of-hours activities and events, in accordance with the university’s TOIL policy. This includes, but is not limited to, university Open Days.

18. Volunteer time during the working day to support University priorities such as, but not limited to, Graduation and NSS survey completion.

19. Any other duties as required by the line manager, Deputy Director or Chief Marketing Officer that are commensurate with the grade.

<table>
<thead>
<tr>
<th>Other Duties</th>
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</thead>
<tbody>
<tr>
<td>The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Internal and external relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>The following list is not exhaustive but the post holder will be required to liaise with:</td>
</tr>
<tr>
<td>- Colleagues from Marketing and Digital teams</td>
</tr>
<tr>
<td>- Colleagues from Admissions, UK Student Recruitment, International Student Recruitment, Events, I.T. and Internal Communications teams</td>
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<tr>
<td>- External customer success representatives from marketing systems providers</td>
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<td>- External stakeholders from international partnerships</td>
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</tbody>
</table>
Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

<table>
<thead>
<tr>
<th>Knowledge, Education, Qualifications and Training</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by Application Form/Interview/Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated to degree level OR relevant professional qualification e.g. CIM</td>
<td>X</td>
<td></td>
<td>Application form</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Skills and/or Abilities</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by Application Form/Interview/Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of the information needs and communication preferences of different categories of prospective students</td>
<td>X</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>Able to take the lead on multiple projects and workstreams</td>
<td>X</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>Able to work as part of and provide leadership to a high performing team</td>
<td>X</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>Very organised with a strong attention to detail</td>
<td>X</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>Able to analyse and interpret complicated data sets</td>
<td>X</td>
<td></td>
<td>Test</td>
</tr>
<tr>
<td>Excellent verbal and written communication skills</td>
<td>X</td>
<td></td>
<td>Interview, test</td>
</tr>
<tr>
<td>Knowledge of the information needs and communication preferences of different categories of prospective students</td>
<td>X</td>
<td></td>
<td>Interview</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Experience</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by Application Form/Interview/Test</th>
</tr>
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<tbody>
<tr>
<td>Extensive experience of working in a marketing and communications environment OR CRM and digital operations environment</td>
<td>X</td>
<td></td>
<td>Application form, interview</td>
</tr>
<tr>
<td>Track record of developing and delivering communications plans informed by data insights and metrics</td>
<td>X</td>
<td></td>
<td>Application form, test, interview</td>
</tr>
<tr>
<td>Proven ability of delivering creative and engaging campaigns for a range of audiences</td>
<td>X</td>
<td></td>
<td>Application form, test, interview</td>
</tr>
<tr>
<td>Experience in using CRM systems and/or email marketing platforms</td>
<td>X</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>Proven experience of engaging with a range of internal and external stakeholders at all levels of a business</td>
<td>X</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>Knowledge of paid channels</td>
<td>X</td>
<td></td>
<td>Interview</td>
</tr>
<tr>
<td>Experience of direct line management of staff</td>
<td>X</td>
<td></td>
<td>Application form, interview</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other requirements</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by Application Form/Interview/Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willingness to work occasional overtime and weekends during peak times in the admissions and recruitment cycle</td>
<td>X</td>
<td></td>
<td>Application form</td>
</tr>
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</table>