

THE UNIVERSITY OF MANCHESTER
PARTICULARS OF APPOINTMENT
FACULTY OF HUMANITIES
ALLIANCE MANCHESTER BUSINESS SCHOOL
DIVISION OF EXECUTIVE EDUCATION CENTRE
CRM MANAGER
VACANCY REF: HUM-027626

Salary: Grade 6 £36,924 to £45,163 per annum, depending on relevant experience

Hours: Full time (1 FTE)

Duration: Fixed term for 36 months

Location: Oxford Road, Manchester

Enquiries about the vacancy, shortlisting and interviews:

Name: Kieran MacCourt, Executive Director of Client Relations

Email: kieran.maccourt@manchester.ac.uk

Overall Purpose Of The Job

The purpose of this role is to provide day-to-day administration, support and training for the Salesforce CRM system for the Executive Education teams. The CRM Officer (or Manager) will develop a clear understanding of the team's business objectives for our suite of programmes, translate these into technical and functional requirements, and develop, test and provide post-release support for Salesforce applications. They will be the first point of contact for the team and will provide day-to-day first line support to the team, solving problems and escalating further to ensure issue resolution, as appropriate. They will take a data led, user centric approach to deliver technically savvy CRM solutions to support marketing campaigns.

In addition to developing and managing the system, they will also provide training for end users so that they can get the most from the Salesforce platform.

This role contributes to the development and execution of the overall salesforce strategy for the business school.

Key Responsibilities, Accountabilities or Duties

System administration

- Oversee and manage data quality for completeness, correctness and consistency ensuring adherence to data protection legislation
- Provide advice and best practice guidance on data protection and cyber security
- Help to develop and implement a Salesforce governance framework
- Design, deploy and document configuration changes
- Create and manage custom objects, fields, and formulas
- Develop and maintain validation rules and custom workflow
- Develop and provide reports, dashboards, and workflows
- Run data quality reports to identify any new sources of data pollution
- Provide support and user training for use of marketing automation software
- Manage Salesforce integration with Business School's email platform, communiGator / Spotler / pardot.
- Management of the UAT sandbox environment with external partners

Technical development

- Identify, design and develop process and system improvements to support business objectives and best practice
- Capture and convert business requirements, process and data flows into functional requirements and data models
- Design, develop, integrate and maintain Salesforce and other systems/databases as per specified requirements (e.g. integration with 3rd party systems)
- Manage process and system implementation and release to ensure smooth transition to live operation and handover to business and IT operational/support teams
- Develop, maintain and integrate online data capture forms (working with the School's Web Officer to implement these) and, working with School's media agency, ensure relevant parameters are being tracked

Business analysis and project management

- Chair, organise and report the regular Salesforce operations meetings
- Membership of the school-wide Salesforce steering group
- Contribute to the development of the school strategic plan for CRM
- Proactively analyse business problems/needs, processes, functions and information flows to identify and recommend optimal solutions
- Document business, functional and non-functional requirements to enable development of enhanced system functionality, modelling the system/architecture as needed

- Conduct gap analyses by establishing current state and evaluating it against the needs of the business/area and recommend improvements

Data management

- Responsible for consistency of all data collection, use and management across the system
- Supporting data collection strategies to aid Marketing and Communication in lead generation targets, preventing errors in communications and adhering to regulatory requirements
- Responsibility for all data backup management

Reporting and analytics

- Take a data-driven approach; develop CRM reporting and analysis to drive performance improvements, support decision-making and communicate the financial value of CRM to the business
- Communicate on progress and performance to stakeholders in a timely manner
- Support the marketing and client relations teams to deliver their reporting requirements

Segmentation and customer journeys

- Use a data driven approach, work with Marketing and Communications and Client relations teams to develop and implement segmentation and personalisation strategies

Campaign development and recruitment engagement set-up

- Technically support the Marketing and Recruitment teams in developing and managing engagement, reporting, campaigns and related communications, using Salesforce functionality, HTML, amp script and reference content

Support and training

- Provide first line support of the Salesforce system to current end users ensuring speedy resolution of issues and escalating when appropriate
- Manage new user activation and licence management ensuring correct user permissions including licence purchase and renewal
- Develop and deliver end user training to ensure users have the necessary skills and knowledge to use Salesforce effectively
- Develop and train the existing Salesforce Champions within each functional team

Other responsibilities

- To have awareness and active engagement with the need for diversity and inclusion in all that we do for example, when engaging with individuals who identify with a protected characteristic under the Equality Act, students who are under-represented in higher education as outlined in the University's access and participation plan

- To act in accordance with and promote University policies, procedures and requirements at all times – in particular those relating to health and safety; equality diversity and inclusion and information governance
- To champion a culture of continuous improvement, collaboration, consistency and innovation; and engage constructively with change initiatives
- To play an active role on relevant groups to establish informal networks and actively participate in communities of practice for particular areas of activity in order to identify, develop and implement best practice
- Promote the University's environmental sustainability strategy and demonstrate commitment to it through actions and decision making
- Any other duties requested

Essential Knowledge, Skills and Experience

The post-holder should

Education

- Educated to degree level or equivalent in a technical / computing discipline or equivalent experience in a similar capacity
- Salesforce Administrator certification or equivalent

Experience

- Substantial CRM management expertise, specifically using Salesforce
- Proven experience in Salesforce administration developing objects, record types, page layouts, workflow rules and approvals
- Experience in using segmentation to create highly complex, targeted email campaigns
- Outstanding knowledge and experience in implementing CRM programmes across multiple channels
- Proficient in using html, amp script and reference content
- Solid understanding of GDPR and it's practical implications on CRM and broader marketing
- Proven experience of creating and managing reporting and dashboards
- Experience of Salesforce integration using a suite of different Salesforce API's
- Proven experience of supporting Salesforce users and providing user training
- Experience of working with specialist external Salesforce partners and consultants on new integrations or platform changes

Skills & Abilities

- Dedicated team player with the desire to grow within an organisation
- Highly professional

- Excellent communication skills (written and verbal) and attention to detail
- Self-motivated with strong organisational skills
- Adaptable and flexible; ability to work well under pressure
- Excellent project management skills
- Able to work effectively as part of a team

Desirable Knowledge, Skills and Experience

- Pardot certification or equivalent
- Experience of Salesforce integration using a suite of different Salesforce API's D
- Experience of selecting, testing and implementing Exchange Apps
- Knowledge of working in Higher Education, particularly Business Schools