

## Candidate Information

<b>Position:</b>	Clerical Officer
<b>School/Department:</b>	Faculty Office MHLS
<b>Reference:</b>	19/107821
<b>Closing Date:</b>	Friday 27 September 2019
<b>Salary:</b>	£24,461 to £28,331 per annum.
<b>Anticipated Interview Date:</b>	Thursday 10 October 2019
<b>Duration:</b>	9 months

### JOB PURPOSE:

To contribute to the ongoing work within the Faculty Student Recruitment Team by providing timely support and advice to all enquiries to the Faculty of Medicine, Health and Life Sciences. This role will be the key point of contact for the CRM records within the Faculty and will liaise with other departments across the University to ensure that the CRM is developed and maximised for recruitment purposes.

### MAJOR DUTIES:

1. Manage all enquires and responses to CRM enquires which are generated from online campaigns and online forms on the QUB website and third party websites in order to encourage application.
2. Build segmented prospect groups for marketing within student recruitment CRM system and implement trigger based communication at key stages of the decision making process.
3. Coordinate responses to enquiries which require specialist advice from Admissions and International Student Support. This will require effective communication with enquires through email and social media channels as well as coordination of response from multiple departments and ensuring that all information is recorded in the CRM system.
4. Coordinate the marketing lists for courses within the Click dimensions system on an ongoing basis and support the Marketing and Campaigns Officer in regular reviews of performance to implement improvements.
5. Develop and update third party websites, ensuring accurate information is presented to potential students supporting information needs for prospective undergraduate, postgraduate and international student segments.
6. Build segmented prospect groups for marketing within student recruitment CRM system and implement trigger based communication at key stages of the decision making process.
7. Contribute to the preparation of regular reports on activity and engagement of prospects using performance data from the CRM system, aligned to student recruitment lifecycle through enquiry, application and enrolment stages. Support cross-University projects and working groups as required, and contribute to the preparation of papers and briefing notes for committees and working groups, exercising discretion and judgement as appropriate.
8. Provide advice and guidance on the use of CRM to Faculties and Schools to aid their marketing and recruitment strategies.
9. Provide support for the organisation of key recruitment events, planning and database follow up communication through to application, conversion and enrolment.
10. Provide a central point of contact for PhD enquires and liaise with relevant staff within each of the Schools.
11. Ensure all content developed maintains brand and message consistency across all digital channels used and is within University digital governance.
12. Undertake other duties and responsibilities as required by the head of department and other senior colleagues.

### Planning and Organising:

1. Prioritise own work within the general plan for the department and assist manager and other senior staff in planning for future work.
2. Coordinate, organise and support particular allocated areas of work.
3. Create effective CRM campaign assets for email marketing.

4. Contribute to the preparation of reports and papers for University Committees and Senior Managers within agreed deadlines and to the highest standard of written English.

**Resource Management Responsibilities:**

1. Ensure all personal data is gathered and processed within legal and organisational requirements.
2. Ensure the accurate extraction of data from online databases.
3. Imaginative and capable of achieving results using limited resources.
4. Ensure accurate and timely creation of segmented prospect groups for marketing within student recruitment CRM system.

**Internal and External Relationships:**

1. Liaise with key contacts in the wider University body to support own activities/specific tasks, as required.
2. Will have to deal with frequent wide—ranging contacts of a more complex nature often requiring tact, discussion and negotiation.
3. May include liaison over information relating to University procedures, external body regulations, legislation etc.

**ESSENTIAL CRITERIA:**

1. Relevant academic/vocational qualifications (minimum 2 A Levels, NVQ 3 or equivalent level).
2. Minimum of 4 years' relevant experience in marketing/customer service to include at least 1 years' experience of providing one to one support for potential customers in an accurate and timely fashion.
3. Experience and demonstrable expertise using Microsoft Dynamics CRM or equivalent software, and MS Office packages including Excel and PowerPoint.
4. Excellent time management skills with the ability to prioritise workload and meet deadlines.
5. Good presentation skills.
6. Excellent written English skills.
7. Highly focussed attention to detail.
8. Ability to contribute to the preparation of reports and papers for University Committees and Senior Managers within agreed deadlines and to the highest standard of written English.
9. Commitment to working in a higher education environment and an interest in marketing to students.
10. Ability to work on own initiative and as part of a team.
11. A driving licence and/or access to car to undertake School visits or ability to meet the mobility requirements of the post.
12. Willingness to work outside the normal working hours (including evenings and weekends) to support recruitment events.

**DESIRABLE CRITERIA:**

1. HND or Equivalent in relevant area.
2. Experience of education marketing.
3. Experience particularly focused on digital marketing.