



Job Title: CRM Marketing Communications Officer

Unit/School: Marketing, Communications and Student Recruitment (MCSR)

Grade: 5A/B

HERA: MCSR02

Core purpose of role

Working closely with the CRM Marketing Communications Manager, you will play a vital role in implementing the University's CRM strategies for student marketing and recruitment. You will support in the planning and delivery of a highly performant and engaging prospective customer journey spanning from pre-applicant stage through to student onboarding and enrolment.

Liaising closely with School Marketing Officers and Student Recruitment Officers (UK/International), the postholder will scope projects, capture requirements, create, and deliver digital communications to prospective students. This includes identifying audiences, generating segmentations, setting automated journeys based on specific triggers, and tracking performance. Working across email marketing campaigns and other communications tactics (such as SMS, social media and telephone campaigns through the CRM system), you'll support the conversion of prospects and pre-applicants through the student journey, ensuring communications and campaigns are relevant and personalised.

Key responsibilities and contributions

- Create informative and highly targeted/creative touchpoints and campaigns for college, undergraduate and postgraduate prospective students across the recruitment cycle to increase applications and conversion.
- Create communications to support the implementation of specific projects or engagements within the University's CRM system. To include (but not limited to) student recruitment events, communications related to CMA compliance, and notifications following course changes to ensure that up-to-date information is distributed to new entrants.
- Develop content and digital asset requirements for email communications and online conversion activities, creating and re-purposing content where appropriate and working with colleagues in brand or design teams to source new assets.
- In collaboration with colleagues across the MCSR directorate, ensure communications are developed which embed and build on Cardiff Metropolitan University's key messages and selling points both at a university or department/course level where appropriate.
- Ensure communications are segmented and personalised, with relevant information tailored to the needs of the customer at that particular point in their prospective student journey, and recognising their previous interactions and communications with the university.



- Deliver tailored approaches to prospect marketing giving consideration to variations in different audiences, markets, motivations, and customer preferences.
- Proactively identify and anticipate opportunities to develop data points, attributes and derived fields within the CRM System and Student Record System in order to increase segmentation and customer targeting for greater personalisation.
- Work with the CRM Marketing Communications Manager to ensure the integrity of data held in the CRM system, and support in the governance of the CRM platforms (such as managing permissions sets and providing training to other users). Where appropriate, produce training materials (pre-recorded content) as reference guides for other users.
- Provide expertise on CRM to colleagues and CRM users in the MCSR directorate and identify opportunities for greater segmentation and personalisation by liaising closely with Registry, IT, Admissions and other technical teams to identify opportunities and develop systems (for instance creating new attributes or derived fields).
- Prepare datasets and management information relating to enquirers, applications, offer-holders and students. Support colleagues and other CRM system users to run reports or access dashboards powered by the system related to prospective student marketing and student recruitment.
- Engage with marketing, student recruitment, and admissions teams to capture requirements for digital marketing and outbound call campaigns and create these on the University's CRM system and associated platforms with the appropriate segmentation.
- Monitor different feeds between CRM and associated platforms (such as Gecko or web) confirming interfaces are working correctly and that data is mapped correctly across systems. Ensure CRM practices are fully compliant with GDPR, Welsh language and CMA regulations.

The role holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events, External Events.

Person specification

Essential qualifications / Professional memberships

- Educated to degree level or equivalent professional experience

Essential experience, knowledge and skills

1. Good understanding of data protection legislation and the impact of GDPR/Data regulations on Higher Education, especially in relation to marketing activity.



2. Excellent analytical skills and extensive data-driven thinking with the ability to measure success, solve problems and identify opportunities for improvement to marketing activities.
3. High levels of computer literacy, including HTML and CSS coding, reporting tools and CRM databases.
4. Effective communication skills, both verbal and written.
5. Excellent writing, editing and proofreading skills with demonstrable attention to detail.
6. Track record of delivering complex projects in a timely and organised fashion, with strong project management skills.
7. Works to tight deadlines with a can-do attitude, and able to effectively prioritise work.
8. Experience working on CRM programmes, demonstrating the ability to plan campaigns, test programmes and implement full CRM activities (Microsoft Dynamics, Salesforce or similar platforms).
9. Experience of working with CRM systems to build forms, manage event bookings, segment data and enquiry management.
10. Experience of delivering creative email campaigns from idea, to technical creation, segmenting, delivery, and analysis.
11. Strong background in customer acquisition, re-engagement and retention strategies.
12. Experience of working as part of an agile team, particularly for the introduction of a new system and/or marketing strategy.

Desirable

1. Knowledge of the higher education sector and the student application journey.
2. Ability to read and write communications in Welsh.
3. Experience in using design packages such as Adobe Express and manipulating imagery.

Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh language skills levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.



Language level and general descriptor	Listening	Reading	Speaking	Writing
A1 – Beginner Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable
A2 - Basic user Can deal with simple, straightforward information and communicate in basic Welsh.				
B1 - Intermediate user Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
B2 - Upper intermediate user Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
C1 - Fluent user Can communicate fluently in Welsh.				
C2 - Master user Can communicate fluently on complex and specialist matters in Welsh.				

Disclosure & Barring Service requirements

This post does not require a DBS check.

Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.

The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University’s policies and procedures.