

Job Description

Post/Job Title:	CRM and Marketing Automation Manager
Ref:	POSN108139
Location:	Studland House, Lansdowne Campus
Professional Service:	Marketing & Communications (M&C)
Normal hours per week:	Full Time (1.0FTE)
Grade:	6
Accountable to:	Deputy Head of Student Recruitment Campaigns & Communications (Dotted line to Digital Platforms Manager)
Special conditions:	Flexible approach and additional hours occasionally required

Job Purpose

The CRM and Marketing Automation Manager leads the strategic development and optimisation of the Marketing and Communications (M&C) CRM and marketing technology platforms across the full prospective student and alumni lifecycle. The role is central to enhancing audience engagement by delivering targeted, personalised and data-driven communications, ensuring our platforms deliver maximum value in support of student recruitment and conversion, and long-term relationship management.

The postholder will serve as the senior technical and strategic lead for CRM and marketing automation platforms within M&C, providing business intelligence, campaign insights, and audience targeting strategies that underpin effective multi-channel communications and deliver user experience excellence. The postholder will ensure these systems are fully integrated within our customer journey and work collaboratively with the Digital Platform team on the development roadmap and overall user experience as well as acting as the main link contact with IT & Digital colleagues on CRM matters.

The postholder will be the platform owner for:

- **CRM:** Microsoft Dynamics (Student Recruitment) and Alumni & Fundraising CRM
- **Marketing Platforms, including:** Gecko, Peer-to-Peer engagement (e.g. The Ambassador Platform, Unibuddy or similar), Live Assistant for Dynamics, Dotdigital etc

Main Responsibilities

1. Lead on the advancement, management, and configuration of M&C's CRM and marketing automation platforms. Collaborate with IT Services and third-party providers to improve operational efficiency and maximise technology use.
2. Provide specialist advice, training, and support to colleagues on CRM and marketing automation best practice to meet strategic objectives and deliver an excellent enquirer, applicant and alumni experience.
3. Develop mechanisms for evaluating CRM-based campaigns and conversion plans. Provide insights and recommendations using data on customer preferences, engagement, and satisfaction to continuously improve strategy and resource allocation.
4. Elicit business requirements for CRM and marketing automation development. This includes managing data integrations, dashboards, workflows, advanced find reports, and marketing lists for automated campaigns.

5. Identify and document CRM enhancements in collaboration with IT Services. Support the design, build, and testing of new features and functionality.
6. Work collaboratively with the Digital Platforms team on all front-facing CRM and linked-platform components ensuring a seamless user journey, driven by the digital strategy owned by Deputy Head of Brand, Content & Channels.
7. Lead on GDPR compliance and data management within M&C. Work closely with the Chief Data Officer to ensure customer data is collected, stored, and used in line with university policies and legal obligations. Act as Data Steward for CRM (see below).
8. Maintain accurate system documentation, including user guides and process documentation, to support platform knowledge and training.
9. Ensure marketing and recruitment teams are using CRM and automation tools effectively to support lead generation, conversion, and engagement activities, providing expert training to ensure best practice across departments
10. Coordinate cross-functional projects focused on optimising customer journeys, increasing engagement, and improving conversion and engagement rates.
11. Support the development of dashboards and advanced analytics for senior stakeholders, enabling evidence-based decision-making.
12. Stay up to date with trends in Higher Education, CRM, marketing automation, segmentation, data governance, and emerging technologies such as artificial intelligence.
13. Undertake any other duties appropriate to the role as required by the Digital Platforms Manager or Deputy Head of Student Recruitment Campaigns & Communications.

Organisation structure

M&C is responsible for the University's strategic marketing & development, student recruitment, brand & creative development, communications and advancement.

Reporting to the Deputy Head of Student Recruitment Campaigns & Communications, with a dotted line to the Digital Platforms Manager, the role works cross-functionally with key stakeholders in M&C, Admissions, International Student Recruitment, and IT Services, fostering innovation, operational efficiency, and strategic impact.

Contacts

Internal

Staff at all levels within M&C, academic faculties and other professional services

External

Third party suppliers, external agencies, prospective students their parents and supports, and alumni.

Challenges

- Prioritising a high volume of change requests, each with a strong rationale and competing for resources.
- Maximising the capabilities of our CRM and associated marketing automation platforms to deliver strategic impact.
- Collaborating effectively with a diverse range of stakeholders, balancing differing priorities and levels of technical understanding.

Information Governance Responsibilities

Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

NB:

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Equality & Diversity Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

August 2025



Person Specification

Position / Job Title: CRM & Marketing Automation Manager		Position No: POSN108139	
Faculty / Service: Marketing & Communications		Date: August 2025	
SELECTION CRITERIA		Essential / Desirable	
Knowledge (including experience & qualifications)			
Educated to degree level or significant equivalent relevant experience		E	
Demonstrable professional experience working in a related role		E	
Experience managing and developing a CRM system and working with a range of stakeholders to develop the system		E	
Experience of working with and using Microsoft Dynamics CRM		E	
Proven ability to independently assess, prioritise, and clearly articulate CRM change requests, including the rationale, potential impact, and recommended solution, to inform senior stakeholder decision-making		E	
Proven experience of developing user-friendly dashboards and presenting data in formats tailored to stakeholder needs		E	
Experience of working across a range of marketing automation platforms		E	
In-depth understanding of data management and governance, including GDPR compliance and information security best practices		E	
Experience working with external suppliers or service providers to implement system enhancements or resolve issues		E	
Demonstrated ability to drive continuous improvement and proactively identify opportunities for system or process enhancements		E	
Understanding of the principles of delivering effective, multi-channel marketing communications		E	
Proven ability to develop segmentation and targeting strategies across audiences		E	
Experience working in a Higher Education or similarly complex industry		D	
Skills			
Excellent organisational skills involving application of project management principles on multi-stakeholder projects		E	
Ability to persuade and influence complex stakeholder groups		E	
Proven experience of providing data in a digestible format for marketing team to interpret		E	
Ability to build and maintain strong working relationships		E	
Ability to deliver user training and maintain system documentation to support knowledge sharing and adoption		E	
Experience of system configuration and administration, specifically within CRM and marketing platforms		E	
Excellent communication and interpersonal skills, with the ability to engage with a range of stakeholders		E	
Attributes			
Customer focused		E	
Motivated self-starter with a can-do attitude and able to work on own initiative		E	
Good team player able to work collaboratively with colleagues		E	
Creativity and enthusiasm		E	
Attention to detail		E	

Committed to delivering Service Excellence	E
Good time management skills and the ability to prioritise a multi-task workload and achieve deadlines	E