Job Description – Proactive Contact Coordinator

About the role

The purpose of this role is to provide support and co-ordination to the proactive contact activity in Academic Services. The post holder will work with the Proactive Contact Manager and with Student Recruitment & Support Centres (SRSCs)/Faculties to coordinate campaigns and ensure that quality standards are adhered to. The role holder will also deputise for the Proactive Contact Manager and will manage two grade 5 team members.

Key responsibilities

Co-ordination and creation of campaigns
- Liaison point for teams across the university concerning student support proactive contact plans and adhoc communications.
- Drafting and editing communications (primarily email, SMS and occasional print), and related web content.
- Coordination of the daily work of the Proactive Contact Team including ensuring appropriate sign off for content and proactive activity.
- Manage the team (currently two G5s), motivating and coaching the staff, carrying out appraisals (CDSA), monitoring the quality of the work, following People Services Line Management procedures.
- Quality assurance and managing the testing of messages as well as leading on the resolution of any issues.
- Ensuring Customer Relationship Management (CRM) system information for campaigns including tracking of communications are accurately maintained.
- Responsible for quality assurance to ensure communications, including the storage of data, is compliant with regulations and policy (including GDPR).
- Provide cover for the Proactive Contact Manager (in their absence) to ensure service levels are maintained.

Management Information (MI)

The role will require the monitoring, collation and analysis of MI for campaigns. This can include:
- Producing data specifications to meet campaign requirements.
- Testing student data for quality assurance purposes.
- Analysis of MI from sources across the university, including the university’s CRM system, mailing systems, web analytics etc, to evaluate the success of communications to students.
- Producing evaluations and reports both on a regular basis (monthly) and as and when required.
Other duties include:

- Identify and implement improvements to team processes
- Support the development and introduction of new technologies into the team
- Maintain the team process maps up to date and reflective of any changes

Also to:

- Undertake any other duties which may reasonably be required.
- Take reasonable care of the Health and Safety of themselves and that of any other person who may be affected by their acts or omissions at work.
- Demonstrate a strong commitment to the principles and practice of equality and diversity.

Skills and experience

**Essential**

- Experience of collection, manipulation and analysis of data whilst paying close attention to detail
- Experience of writing for a range of audiences and purpose
- The ability to organise workloads and to work to tight deadlines
- The ability to work well within a team environment and independently using initiative
- Able to cope with a range of priorities and work well under pressure
- Experience with MS word, Excel, Outlook and PowerPoint
- Excellent verbal and written communication and interpersonal skills, ability to liaise effectively with a wide range of stake holders in a formal and informal manner
- Pro-active problem-solving approach to managing issues and problems
- Willingness to keep up to date on good customer service contact practice.
- Willingness to work occasionally work out of extended hours and weekends.

**Desirable**

- Experience of using OU systems or similar including CRM
- Experience of line management
- Experience of undertaking quality assurance checking and data and maintain compliance standards
- Ability to appreciate how new technology can be applied to improve the student experience
- Evidence of a customer-focused approach to work and knowledge of the principles of customer relationship management.
- Experience of evaluating activities using quantitative and qualitative data.
• Experience of working in a customer service environment