

Job Description – CRM Analysis Manager

CRM, Data and Student Analytics, CIO Portfolio

About the Role

The Data and Student Analytics team (D&SA) provides expert data analysis and reporting to support and proactively drive the University's recruitment and student success strategy through continuous innovation. As a team we aim to support our key stakeholders in the university by enabling evidence driven decision making through data, insight and analytics.

The CRM team within D&SA provide specific support to the university's Marketing and Communications team. The role of CRM Analysis Manager reports to D&SA's Head of CRM managing a small team of analysts whose principle responsibility is to implement the marketing communication plans, making accurate and timely selections, and, through analysis and insight, and test and learn strategies, provide recommendations for the continuous improvement of the effectiveness of the communications.

Key Responsibilities

- Manage a small team of analysts, providing leadership, coaching and motivation for the team.
- Liaise effectively with key stakeholders at all levels, building strong working relationships and identifying and gaining agreement on collective objectives.
- Ensure adherence to the data protection and information security policies applied within D&SA and the University in general.
- Deliver the marketing communications plans by making accurate and timely selections, doing so in an efficient manner and adhering to customer preferences and data protection policies.
- Design and implement MI dashboards that provide insight into all aspects of the performance of the communications.
- Work collaboratively with our Marketing and Communications colleagues to devise and implement suitable test and learn strategies to effectively and robustly evaluate the performance of the communication plans.
- Undertake analysis to provide recommendations as to how the communications can be improved through better targeted segmentation and propensity modelling.

All staff are expected to:

- Take a proactive approach to work and be flexible and adaptable to meet the changing demands of the work and the University.
- Pay close attention to detail in all aspects of work to ensure a high standard of output

- Ensure that all relevant data protection, information security and data retention policies are adhered to.
- Undertake any other duties which may reasonably be required
- Demonstrate a strong commitment to the principles and practice of equality and diversity

Skills and Experience

- Experience of managing a technical team, with proven ability to prioritise work, work well under pressure, delegate where appropriate, motivate, coach, and extract the best from a high performing team.
- Excellent communication skills, both oral and written, with the ability to interact effectively with all levels within the organization.
- Significant experience of communications selections delivery, preferably within a marketing context.
- Undergraduate degree / equivalent, or work experience at a comparable level, in a subject with a strong mathematics or statistics element.
- Strong practical ability to manipulate large and complex datasets (using SAS, SQL, R, Python or equivalent).
- Good working knowledge of Microsoft Office applications and specialist data visualisation applications (e.g. Tableau, MS Power BI)