



JOB DESCRIPTION

Job Title:	CRM Manager	Version:	1
Department:	Marketing		
Reports To:	Chief Marketing Officer		
Supervises:	None to start, expected up to 2 CRM Executives once project complete		
Grade:	11.17 TBC	Date:	24 May 2022

Purpose of Job:

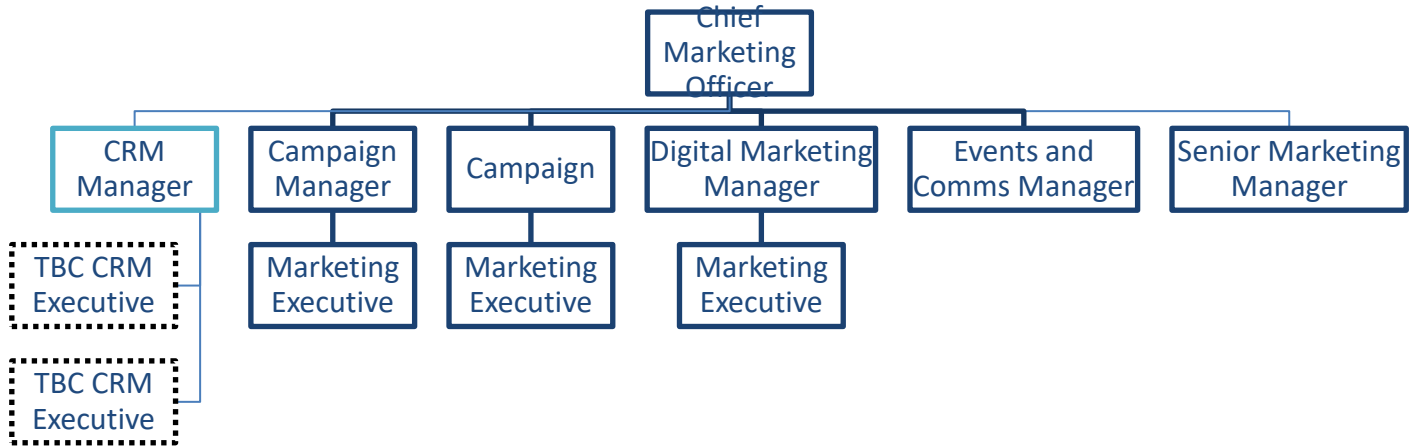
<p>The post holder is responsible for</p> <ul style="list-style-type: none">• Working along VTCT’s Chief Marketing Officer (and other relevant stakeholders) in the planning and delivering of the CRM strategy.• Introducing, optimising and maintaining a Microsoft Dynamics CRM system, specifically to handle marketing campaigns for both training providers (centres) as well as learners throughout their journey.• Ensuring compliance with GDPR working across our multiple brands (VTCT, iTEC and Skillsfirst).• Defining the scope for the project to set up and implement a new CRM solution.• Identifying a fit-for-purpose solution that can be optimised to offer greater insight into our external audiences’ contact with the VTCT Group.• Data analysis and A/B, multivariate tests.• Creating and maintaining responsive BI reports;• Supporting users with data segmentation• Designing and implementing new CRM policies, procedures and customisations.• Providing high-quality systems support to colleagues
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Dimensions:

Financial:
Staff:
Others:



Organisation Structure:





Principal Accountabilities:

1. Overseeing the project to implement a CRM system from early planning through to final implementation
2. Planning and delivering appropriate CRM strategies across the organisation encouraging internal teams to use the system
3. Responsibility for deciding on the CRM platform structure and architecture ensuring it works seamlessly across the organisation and captures all required information at key points in the training providers (centres) and learner relationship with VTCT as a whole.
4. Mapping out and maintaining a wide range of training provider (centre) and learner journeys, analysing touch points with the organisation, identifying different types of interactions (such as transactional, functional, emotional) and maximising opportunities.
5. Ensuring the database is segmented effectively for targeted communications and marketing activities
6. Overseeing the migration of all direct communications to lower cost mediums such as SMS and email
7. Developing and implementing testing strategies for all aspects of the CRM to ensure the most effective approach for the organisation and its products
8. Working closely with all areas of VTCT as a whole to ensure the CRM works effectively across different functions, e.g. Sales and Academic, where requirements may vary
9. Working in partnership with VTCT's Senior Project Manager as well as the ICT department, to ensure technical issues are addressed and escalated appropriately
10. Be an expert in all aspects of Microsoft Power BI. Be a visible and proactive advocate for the system.
11. Design & develop management information reports & data visualisations; provide support in forecasting and modelling as necessary.
12. Assist colleagues in defining selection and data briefs; deliver complex segmentations, lifecycles and associated communication plans.
13. Work closely with colleagues to gather and analyse requirements for customer acquisition processes;
14. Manage projects to improve systems and processes
15. Act as a technical lead for a wide range of Marketing's activities.
16. Continuously expand, extend and improve the CRM system through configuration, customisation and development work; develop and implement test plans, including User Acceptance Testing; ensure robust version-controlling.
17. Write and maintain database documentation, including data standards and policies & procedures.
18. Keep up to date with technical and industry developments.

General Responsibilities:

- Undertake training and development as required by the organisation.
- Demonstrate by actions commitment to organisation's Values.
- Demonstrate by actions commitment to equality, diversity and inclusion.
- Any other duties commensurate with role to support the organisation's business needs.
- To be responsible for their own health and safety.



Working Relationships and Contacts:

- Reporting periodically via the Chief Marketing Officers, to Corporate Leadership Team (CLT) notably Marketing, Business Development, Academic and Operations.
- Working in partnership with the Head of IT and Customer Service



Person Specification:

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p>Knowledge <i>This relates to the level and breadth of knowledge required to do the job, e.g. an understanding of a defined system, practice, method or procedure.</i></p>	<p>Significant experience of Salesforce or Microsoft Dynamics</p> <p>Extensive experience of direct and digital marketing in a comparable industry</p> <p>Strong background in customer acquisition, re-engagement and retention strategies</p> <p>Educated to a degree level or equivalent professional experience, preferably in an IT or related field</p> <p>Microsoft Power BI Super User</p>	<p>Experience of introducing CRM into an organisation</p> <p>Email marketing software, particularly Mailchimp</p>
<p>Technical/Work-based Skills <i>This relates to the skills specific to the job, e.g. language fluency, typing skills, etc.</i></p>	<p>Excellent analytical skills and the ability to use analysis to formulate recommendations for improvements</p>	
<p>General Skills/Attributes <i>This relates to more general characteristics required to do the job effectively, e.g., effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>A confident and articulate communicator capable of explaining marketing and CRM concepts in plain English</p>	



<p>Experience <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work (take care to ensure period stated is appropriate and not unnecessarily excessive)</i></p>	<p>Substantial experience of CRM using an enterprise level CRM system such as Salesforce or Microsoft Dynamics</p>	<p>Experience of implementing a new systems</p>
<p>Qualifications <i>Please state the level of education and professional qualifications and/or specific occupational training required</i></p>	<p>Degree level or equivalent</p>	



Job Description Document Confirmation Section

Job Title: [Enter Job Title]

Department: [Enter Department]

I confirm that this is a true and accurate reflection of this job

JOBHOLDER signature **Print Name**

Date

LINE MANAGER/SUPERVISOR signature **Print Name**

Date

HEAD OF DEPARTMENT signature **Print Name**
(if different from Line Manager)

Date

Comments/Notes: