



Role Profile			
Role	Marketing and Admissions Officer (CRM, Research and Digital Marketing)	Department	Marketing and Admissions
Reporting Lines	No Direct Reports	Reporting To	Kate Jones – new title

**Role Purpose**

Working as part of the Marketing and Admissions Central Team, the Marketing and Admissions Officer will be responsible across three key areas:

1. Optimising our CRM system (Microsoft Dynamics) across our growing portfolio of international schools
2. Oversee our programme of customer experience and mystery shopping projects
3. Support digital marketing projects including email campaigns, website updates and social media campaigns across the portfolio of schools

These key responsibilities support the overall departmental strategic objective to support each school to manage and convert leads into new admissions, and maintain high levels of retention which support group growth targets.

**Key Accountabilities**

1. **Optimising our CRM system**
  - Support our Marketing and Admissions colleagues across our network of international schools to fully optimise their use of the CRM system to drive effective pipeline management to grow pupil recruitment
  - Set high standards of best practice in the effective use of the CRM system for our schools, working with colleagues in the IT Department to identify development needs where appropriate
  - Provide technical training, support and troubleshooting to school based teams to deliver school admissions and marketing processes through CRM pipelines and support development to improve.
  - Take responsibility for data integrity and accuracy and work with school based teams and with guidance from the Head of M&A Operations to ensure their pipeline management is effective and efficient
  - Support the implementation of data-driven approaches which improve admissions process to support increased enrolment
  - Ensure Power BI and CRM reporting is accurate and effective and increases efficiency for key stakeholders. Ensuring accurate reports are available ahead of key meetings and which support decision making.
  - Measure key aspects of the admissions funnel (conversion rates by stage, lost sales, response rates, etc) consistently across school sites to ensure data is accurately captured and improvements are made.
  - Interpret and evaluate data to identify opportunities for improvement and development for recruitment and retention.
2. **Customer Experience Research and Mystery Shopping**
  - Implement and manage the cycle of customer experience research projects and mystery shopping projects.
  - Support the Director of M&A and Head of M&A Operations design customer experience research.
  - Analyse feedback to identify key opportunities for celebrating great experience and areas of pain points for improvement
  - Working closely with the Group Director of Marketing and Admissions and Head of Operations in presenting the research findings and providing recommendations for improvements in customer experience.
3. **Digital Marketing**
  - Supporting the Head of Marketing and Admissions Operations with digital marketing projects, where required.
  - Work may include the breadth of digital marketing including e-mail campaigns, website updates and social media campaigns.

It is important to note, that digital marketing is not a primary focus of this role, but may be required from time to time to support with priorities in some schools.



## Person Specification

### Skills, Knowledge, and Experience

- A CRM, tech-savvy professional with demonstrated prior experience of working with CRM packages, managing and overseeing pipeline, sales conversion and customer retention in a marketing / sales environment.
- Minimum of 3 years' experience of working in a similar role with the ability to demonstrate experience in optimising CRM platforms in a sales / marketing environment.
- Experience of marketing research (or interest to learn this area).
- Experience of digital marketing (or passion for this area with interest to learn).
- Familiarity with all Microsoft packages.
- Competent analytical skills, with ability to identify errors in data integrity.
- Strong communication and collaboration skills.
- Able to demonstrate commercial acumen.
- Experience of managing relationships at multiple levels, with a proven track record of working and managing conflicting priorities and challenges.
- Given the International nature of our school's portfolio, ability to speak fluent Spanish would be a distinct advantage.

### Behavioural Competencies

- Analytical and creative.
- Maintains excellent standards and strives for best practice.
- Able to work in a collaborative team, supporting colleagues and communicating effectively with all.
- Committed to promoting and ensuring compliance with the Group's policies, vision and values, best practice, codes of conduct, and equality and diversity policies.
- Able to work independently and flexibly - comfortable to manage any other duties as may be reasonably required.
- Solution focused with a can-do attitude.
- Enthusiastic, flexible, and able to respond to change.
- Willingness to learn.
- Takes accountability for own training / professional development as necessary.
- Flexible for occasional international travel as required across the Group.