

JOB DESCRIPTION

Post: Customer Relationship Management (CRM) Officer

Responsible To: Business Insights Manager

Summary of Post:

This role will be responsible for overseeing and supporting the ongoing use of the Customer Relationship Management (CRM) system, across EKC Group, consistently strengthening CRM user journeys and ensuring best practice and standards in the CRM, to ensure its consistent performance and stability.

Specific Duties:

1. To become an expert in EKC Group's chosen CRM platform, providing user support and system administration while proactively identifying, managing and resolving issues.
2. To develop a deep understanding of use cases and user needs across the organisation to effectively support CRM users and processes.
3. To work collaboratively with colleagues across departments, using the CRM functionality to strengthen and enhance employer engagement.
4. To administer user accounts, groups, and security settings within the CRM. Undertake routine administrative tasks including CRM record keeping, data input and retrieval. Maintain accurate CRM data, compliance with the GDPR and uphold data quality standards.
5. To resolve any basic technical issues promptly support planned enhancements, and keep users informed of progress.
6. To ensure that appropriate support (both internal and external) teams resolve technical issues when these require more support
7. To organise work tasks and duties to meet agreed standards.

General Duties and Responsibilities:

1. To participate in the staff support & development scheme and to undertake training based on individual and service needs.
2. To take a lead in creating or to promote a positive, inclusive ethos that challenges discrimination and promotes equality and diversity.
3. To comply with legislative requirements and College policies and guidelines in respect to health & safety and data protection.
4. To demonstrate positive personal and professional behaviour as specified in the Staff Code of Conduct.
5. To undertake continuing professional development to support our culture of continuous improvement.
6. To partake in quality assurance systems.
7. To meet minimum relevant occupational standards.
8. To keep up to date with the skills required to fulfil the role.
9. To undertake any other duties commensurate with grade as may be reasonably requested.
10. You will be responsible for protecting staff and learners from all preventable harm as per Safeguarding procedures.

Please note:

This job description is a guide to the work you will initially be required to undertake. It summarises the main aspects of the job but does not cover all the duties that the job holder may have to perform. It may be changed from time to time to meet changing circumstances.

It does not form part of your contract of employment and as your experience grows, you will be expected to broaden your tasks, suggest improvements, solve problems and enhance the effectiveness of the role.

	PERSON SPECIFICATION	Application	Interview	Shortlisting Weighting
Skills				
1.	Able to communicate effectively with a wide range of people	✓	✓	6
2.	Able to file, retrieve, sort and complete documents accurately	✓	✓	6
3.	Able to accurately enter/retrieve data information from information systems	✓	✓	4
4.	Able to prioritise work tasks to meet conflicting deadlines	✓	✓	4
5.	Able to understand and follow instructions	✓	✓	4
6.	Proficient in Microsoft applications	✓	✓	6
7.	Actively contribute to the College's Safeguarding and PREVENT practice, procedures, culture and ethos	✓	✓	4
Experience				
1.	Experience of dealing with queries from a wide range of people	✓	✓	4
2.	Experience of organising work tasks and duties to meet appropriate service standards eg. in terms of timeliness, accuracy and customer care	✓	✓	4
3	Experience of coordinating and participating in employer or stakeholder engagement activities	✓	✓	4
4.	Experience producing reporting and analysis of CRM activity	✓	✓	4
Education				
1.	Maths Level 2 (e.g. equivalent to GCSE grade C / 4 or above)	✓		6
2.	English Level 2 (e.g. equivalent to GCSE grade C / 4 or above)	✓		6
3.	L3 Business Admin or equivalent	✓	✓	6

Advice to candidates

This post is subject to an enhanced disclosure from the Disclosure and Barring Service.

In completing your application please draw attention to the extent to which you meet each of the criteria in the person specification marked as being assessed at application stage. Please use examples of where you have demonstrated the criteria with as much detail as possible to assist in the shortlisting process.

The shortlisting weighting indicates which criteria are the most important to the recruiting manager:

- 6** Minimum/critical - criteria which is essential for the role i.e. it would be extremely difficult for the person to carry out the role without already having these essential skills, experiences or qualifications.
- 4** Important - criteria that would be significant to the candidate being successful in the role. These may be skills, experiences or qualifications that have substantial meaning for the role but could be supported or taught on the job.
- 2** Other relevant - it would be great if the candidate had, but is not expected to be shortlisted.

Failure to meet all of the minimum/critical criteria would not necessarily preclude your application. Consideration will be given to experience and life skills. Continual Professional Development will be supported and encouraged.

Please be aware should we have a large number of applications for any of our roles we may complete the shortlisting of candidates based on the minimum/critical criteria only.