Job Description & Person Specification

Section 1
Role Overview

Job title:	CRM & Marketing Operations Assistant
Vacancy reference:	5436
Faculty/ Professional Service Unit:	Commercial Team
Theme:	Commercial
Job type:	Part time Permanent
Hours of work:	20 hours per week, normally worked Monday to Friday. Flexible working will be considered.
Salary details:	Salary level 3 – range £27,537 to £28,091 per annum with potential progression to £30,407 per annum
Line Manager:	Anita Thatcher - Senior Conversion Marketing Manager
Start date:	TBC

Section 2
About Cranfield University

Cranfield's world-class expertise, large-scale facilities and unrivalled industry partnerships is creating leaders in technology and management globally. Find out more about our unique impact, and our vision, mission and values here.

We aim to create and maintain a culture in which everyone can work and study together and realise their full potential. We are a Disability Confident Employer and proud members of the Stonewall Diversity Champions Programme. We are committed to actively exploring flexible working options for each role and have been ranked in the Top 30 family friendly employers in the UK by the charity Working Families. Find out more about our key commitments to Equality, Diversity and Inclusion and Flexible Working here.

Section 3

About Commercial

The Commercial team aims to:

- lead the development of a university wide commercial strategy recognising the individuality of and within Faculties, but creating a single university way;
- develop commercial propositions, working with the wider university on content etc. covering Education, Research, and the exploitation of other university technical infrastructure;
- develop a joined up and effective approach to student recruitment and deliver on it;
- feed into the Cranfield University sector, market and client insight and being the commercial voice into decision making.

In doing so, working with colleagues in the faculties and other parts of the university.

In summary, the commercial team is integral to success, focusing on sales optimisation, customer relationships, and strategic alignment to drive growth and profitability. By fostering a collaborative and data-driven environment, it can effectively respond to market dynamics and enhance overall University performance.

About Sales & Marketing

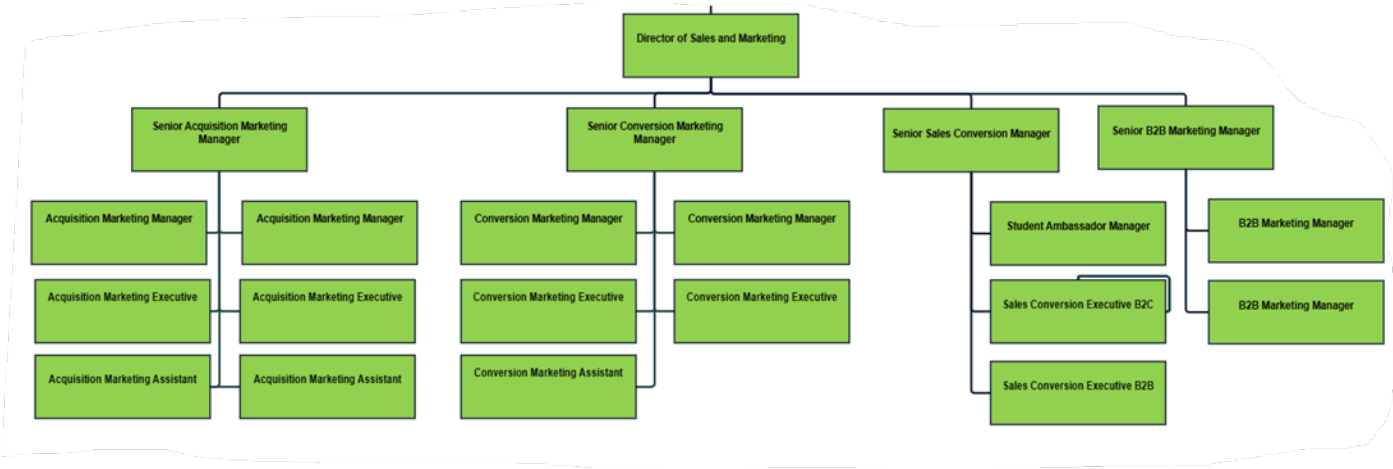
The Sales & Marketing team sits within Commercial. It leads in understanding markets, identifying research and course opportunities, supporting sales activity, anticipating, and satisfying customer needs, ultimately driving business growth and success. It includes:

- **Understanding customer needs** involving extensive research to understand customer (student and client) preferences and behaviours. This will help Cranfield tailor its courses, areas of research and expertise to meet sector and customer expectations;
- **Brand awareness and positioning**: supporting Communications and External Affairs (CEA), there is a need to build a commercial brand awareness (strengthening our B2B and commercial credentials), establishing a unique market position, building on Cranfield's "quirkiness" i.e what makes Cranfield different for business. Effective marketing strategies will help differentiate Cranfield from its competitors, making it more recognisable and appealing to targeted customer groups;
- **Communication and promotion (to drive sales)**: delivering communication strategies, including advertising, public relations, and social media engagement. These efforts aim to inform potential customers about products and services, fostering engagement and encouraging a sale/purchase;

- **Driving sales and revenue**: promoting products and understanding market dynamics, contributing to sales growth: this should lead to increased customer and student acquisition and retention, ultimately boosting share of wallet & revenue;
- **Market expansion**: supporting entry into new markets, developing new products and services, helping Cranfield grow beyond its existing customer base.

It has responsibility of gathering, creating and communicating market insight, driving student recruitment to all courses (principally B2C – to students) lead and support B2B lead generation and activity.

Organisational Chart



Section 4
Job Details

Job Purpose

You will support the delivery of marketing campaigns that nurture enquirers into applicants, and applicants into registered students. This entry-level role is ideal for someone looking to start a career in marketing within the higher education sector.

You'll assist with campaign coordination, content creation, and administrative tasks, helping to ensure the smooth running of student recruitment marketing initiatives.

Key Deliverables

	Description of Deliverables	% of time
1	Provide administrative support for conversion campaigns and communications.	50%
2	Assist with scheduling emails, updating CRM records, and preparing content.	20%
3	Help coordinate materials for events and digital engagement.	10%
4	Monitor campaign activity and compile basic reports.	10%
5	Maintain campaign documentation and asset libraries.	10%

Please be advised that the percentages allocated for the key deliverables may be adapted to take into account the needs of the Commercial Team and / or University.

Planning and organizing

You will be required to plan on a daily and weekly basis, in terms of the daily tasks to complete and prioritise their importance. Priorities and workload may change on a weekly basis and there is a requirement for flexibility and proactivity to meet deadlines.

Ability to coordinate project work for events whilst maintaining on-going workloads.

Communicating and influencing

Effective communication – verbal and written is a key element of the role.

You will be required to have regular communication – both proactive and reactive – with a very broad range of stakeholders both internally and externally at various levels.

You will need a strong external focus and willingness to engage with, understand and communicate with a wide range of audiences from different regions of the world. You will need to be tolerant and open-minded.

You will need to communicate effectively with a wide range of internal and external customers, including academics at all levels.

Problem-solving

The ability to problem solve is a key requirement of the role. It is essential to be able to recommend improvements as a means to increase efficiencies in terms of time and cost. It is important to understand the potential implications of making changes on a number of levels.

You will be expected to identify and proactively seek ways in order to advance their current skill set to benefit the role. These would include enhancing software skills via courses, one on one or on-line training.

They would also be expected to use their initiative to prioritise workloads and use balanced judgement to reach acceptable solutions.

Decision making

I) Decisions you will take without reference to others

Anything within the context of pre-briefed priorities or context e.g. optimising content for an email campaign, managing the frequency with which customers are contacted.

II) Decisions you will refer to your manager/colleagues

Issues which are outside of the context of pre-briefed priorities and context
E.g. Copy will need to approved, email marketing campaign will need to be agreed with colleagues, events will need to be coordinated with central events team/manager

The Senior Marketing Manager will advise on day to day issues and provide direction and support for marketing activities.

Guiding framework

Broad functional guidelines exist in the form of policies and procedures, although you have influence over how these are developed as well as identifying areas where new policies and procedures are required.

You will familiarise yourself with and ensure compliance with the University's statutes and ordinances, rules, regulations and policies; specifically including those pertaining to health and safety, and the prevention of fraud and bribery, as well as data security and protection. Adherence to the University's Visual Identity and Brand Guidelines.

Impact

This role supports the delivery of Conversion Marketing, working with Faculties and PSUs to underpin the 'one university' vision. It also ensures a consistent and professional approach to Conversion Marketing, which will avoid duplication and internal competition.

Section 5
Am I suited to this role?

Criteria	Essential	Desirable
Education / Qualifications	Educated to A level standard (or equivalent qualification / experience)	
Experience	Interest in marketing and student recruitment.	
Knowledge	Familiarity with digital tools (e.g. Microsoft Office, Canva, social media platforms).	
Skills / Aptitudes	Good organisational and communication skills. Willingness to learn and contribute to a collaborative team.	
Values	Ability to demonstrate our values: Ambition, Impact, Respect and Community.	
Other		