

Senior B2B CRM Officer

School / Department:	Marketing, Recruitment and Communications – Brand & Creative	Grade:	Grade F
New appointees to Birmingham City University will ordinarily be appointed at the entry point of the appropriate grade			
Responsible to:	CRM Manager	Responsible for:	N/A

Job Purpose

The Senior B2B CRM Officer will play a key role in assisting to deliver the University’s Business-to-business (B2B) communications strategy, increasing awareness of the institution among key target audiences.

The postholder will support the CRM Manager with the development and delivery of B2B activity including helping to promote apprenticeships development, CPD and short courses, academic consultancy and the STEAMhouse, through supporting the creation of engaging, innovative and persuasive content.

The Senior B2B CRM Officer will also help to identify digital trends and maintain a strong awareness of user demands and interests, helping to inform communications plans for a range of audiences.

Main Activities and Responsibilities

1. Lead B2B CRM for BCU, working with the CRM Manager to develop CRM strategies, measuring impact and performance and continuously improving practice.
2. Produce engaging digital content ideas for B2B audiences that align with the University’s strategic aims and the B2B content and communications strategies to support interaction and meaningful engagement across CRM activity.
3. Publish content using the web CMS, B2B CRM communications and any new digital channels the University adopts.
4. Work with colleagues in REES to understand B2B CRM needs and administer data collection effectively.
5. Assist with the delivery of B2B activity to help promote apprenticeships development, CPD and short courses, academic consultancy and the STEAMhouse by supporting colleagues to create engaging, innovative and persuasive content.
6. Regularly review the performance of content by interpreting and reporting on email performance, while supporting market research to help aid decision making and future developments.
7. Identify best practice among competitor universities and in other sectors in terms of their CRM communications.
8. Manage the general maintenance of the B2B CRM database, ensuring that filters are accurate and checked and that client data is kept up to date.
9. Day-to-day administration of B2B content emailed to audiences using the CRM system, liaising with relevant departments in the creation of quality finished material.
10. Ensure effective B2B communications are received.



11. Proactively deal with B2B enquiries and change requests to digital content to ensure that amends/issues are dealt with swiftly and in line with any given deadlines.
12. Monitor standards for B2B content produced which is hosted by or used in the University.
13. Assist and support the wide range of activities undertaken within the Department in support of student recruitment, including open days, Offer Holder Days, business/community events, Clearing and the production of marketing collateral.

Person Specification

Essential Criteria	Application Form / Support Statement / Interview
1. Degree or equivalent experience working in an equivalent CRM marketing role.	Application Form / Support Statement / Interview
2. Evidence of commitment to continuing professional development	Application Form / Support Statement / Interview
3. Experience of writing high quality emails, SMS and other forms of direct marketing to drive engagement with target audiences and build relationships.	Application Form / Support Statement / Interview
4. Advanced knowledge of CMS and CRM applications.	Application Form / Support Statement / Interview
5. The ability to produce focused, targeted, effective and compelling content, whether that in print or audio-visual format.	Application Form / Support Statement / Interview
6. Proven experience of managing a CRM database, preferably Microsoft Dynamics.	
7. Excellent verbal and written communication skills with the ability to communicate both non-technical and technical.	Application Form / Support Statement / Interview
Desirable Criteria	
8. Experience of HTML coding would be an advantage	Application Form / Support Statement / Interview
9. Experience of using PowerBI and or PowerApps	Application Form / Support Statement / Interview
9. Good IT skills with a proficiency in Adobe Creative Suite, Microsoft 365 and Microsoft Dynamics	Application Form / Support Statement / Interview
10. Experience of CRM within the Higher Education sector and commercial sector would be an advantage.	Application Form / Support Statement / Interview

- Application Form – assessed against the application form. Normally used to evaluate factual evidence e.g. award of a qualification. Will be assessed as part of the shortlisting process.

- Cover Letter & CV - applicants are asked to provide a statement to demonstrate how they meet the criteria, and may reference their CV. The response will be assessed as part of the shortlisting process.
- Interview – assessed during the interview process by either competency-based interview questions, tests, work-related exercise, presentation and discussion, or teaching session etc.