POSITION DESCRIPTION

Position Title: Senior CRM Administrator (UQ Business School)
Organisation Unit: UQ Business School & Information Technology Services
Position Number: 
Type of Employment: Full time, Fixed term until 31 December 2018
Classification: Hew Level 7

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks well within the top 100 universities worldwide, measured through a number of major independent university rankings: the Academic Ranking of World Universities, Times Higher Education World University Rankings, US News Best Global Universities Rankings, QS World University Rankings and Performance Ranking of Scientific Papers for World Universities, and is indeed in the top 50 in some of these rankings. In 2013, UQ attracted more Australian Research Council funding than any other Australian university or research body.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience –the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more Australian Teaching and Learning Council Awards for Teaching Excellence than any other in the country and attracting the majority of Queensland's highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia's Group of Eight, and a founding member of Universitas 21, an international consortium of leading research-intensive universities. UQ is also the largest university in Queensland.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 215,000-plus alumni. The University has more than 7,000 academic and professional staff and a $1.6 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
Organisational Environment

The UQ Business School has seven main areas of academic strength represented by discipline clusters – accounting; business information systems; finance; management; marketing; strategy; and tourism.

Currently, the School has over 9,000 students enrolled in its programs: 6,000 at undergraduate level; 3,000 at postgraduate coursework level; and around 160 in research higher degree programs. Approximately one-third of the student body are international students, mostly from the Asia-Pacific region.

The School’s aim is to achieve national and international recognition as being among the best research intensive business schools in the Asia-Pacific region. The School carries AACSB International and EQUIS accreditation – the first school in Australia to receive AACSB and EQUIS accreditation across the full range of programs. The School enjoys strong research links with leading international research schools.

The Division of Information Technology Services (ITS) at The University of Queensland provides an information environment that supports the teaching, learning, research and engagement objectives of the University and contributes positively to the student experience and the University’s reputation, in line with our values of Service, Team, Accountability and Results. It comprises three major sections located across the University’s campuses: Academic Services, Enterprise Support and University Networks. Also located within ITS is the internationally recognised network security group, AusCERT, which provides internet security services throughout Australia and New Zealand. ITS manages core networks not only for the whole of The University of Queensland but also, on behalf of the Queensland Regional Network Organisation (QRNO), works with Queensland universities to manage access to the national university network (AARNet). ITS also operates Supercomputers and many of the University’s largest servers.

For further information visit our websites www.business.uq.edu.au and www.its.uq.edu.au

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

Working collaboratively with ITS, the Senior CRM Administrator (UQ Business School) will be responsible for the successful implementation of the UQ Business School CRM by 31 December 2018. The person will work closely with UQ Business School stakeholders to ensure the CRM supports effective relationship management with alumni, business partners, future and current students and integrates with the enterprise University of Queensland CRM system. Success in this role is dependent on the effective capture, organisation and utilisation of information used in communications with prospective, current and past students and business partners of UQ Business School.

The role will report directly to the Manager, CRM, ITS and have an indirect reporting line to the School Manager, UQ Business School. The School has approximately twenty internal
end users located within the areas of Executive Education, MBA Careers, Marketing and Alumni, Accreditation and Rankings, and IT.

Duties

Duties and responsibilities include, but are not limited to:

- Design, implementation, installation and maintenance of information technology systems and its infrastructure. Investigate, evaluate and report on new administrative practices, processes and standards to develop and embed CRM functionality and philosophy across the relevant business units.
- Undertake design, development and testing of information technology projects.
- Assist the unit manager in matters of management of the unit and planning.
- Consult on the technical aspects of information technology to Information Technology Services clients.
- Assist team members in developing their skill set through mentoring
- Ensure client satisfaction through the provision of best practice business processes and creating and building positive relationships with internal stakeholders, external organisations, and commercial entities.
- Working effectively with other teams to achieve common outcomes
- Provide regular progress updates to the Head of School (Project Owner), School Manager (Project Sponsor) and Manager, ITS CRM and Records Management.
- An employee may be required to carry out other duties within the scope of the classification and within the limits of their skill, competence and training

Other

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

- the University’s Code of Conduct
- requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
- the adoption sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Some positions may require the incumbents to work rotating shifts with appropriate allowances, or on a rotating roster not involving shift work as such. Some positions may require the incumbent to be available on-call outside of working hours, subject to payment of the prescribed allowance and overtime penalties if necessary. While staff will have a campus nominated as their principal campus, they may be required to work at any University Campus subject to the Travel and Transfer Policy (http://ppl.app.uq.edu.au/content/5.43.09-transfer-and-travel-between-university-locations).

Organisational Relationships

The role will report directly to the Manager, CRM and Records Management, ITS and have an indirect reporting line to the School Manager, UQ Business School. The successful applicant may be required to direct other professional or technical staff on work relating to specific tasks or projects.
SELECTION CRITERIA

Essential

- Qualifications and training equivalent to an undergraduate degree in IT or related field; or an equivalent combination of relevant experience and/or education/training.
- Skills and experience in analysis, design, development and maintenance of multi-user systems or applications.
- Highly competent in PHP, JAVA and CSS
- Effective problem solving and analytical skills.
- Business Process Mapping skills
- Effective planning and troubleshooting skills
- Demonstrated CRM implementation and administration experience (RightNow preferred) in the following areas:
  - Implementation of multi-channel CRM processes for multiple business units
  - Development and knowledge of large self-service knowledge bases
  - Back-end system configuration for successful CRM marketing, sales and service
  - Analytics and reporting for users and management
- Demonstrable experience in dealing effectively with stakeholders and demonstrable skills and experience in system implementation and user testing.
- Evaluation and reporting on delivery of desired outcomes
- Experience with using Change Management practices and an understanding of Change Management principles
- Organised and methodical approach to tasks.
- Must be self motivated and able to work to objectives with limited guidance either alone or as a member of a small team.

Desirable

- Knowledge of Oracle RightNow Cx Cloud Service
- Experience working in the higher education sector
- CRM customer portal/web interface and staff console design, including design of complex web forms and management of system communications
- Solid understanding of CRM customer lifecycle concepts as they apply to higher education, including marketing, sales, service and support.

UQ values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage for further information and points of contact if you require additional support. Accessibility requirements and/or adjustments can be directed to hr@bel.uq.edu.au.