

# POSITION DESCRIPTION

External Relations  
CRM Team

## CRM User Coordinator

<b>POSITION NUMBER</b>	0037314
<b>PROFESSIONAL CLASSIFICATION STANDARD/SALARY</b>	PCS 7 - \$88,171 - \$95,444 per annum
<b>SUPERANNUATION</b>	Employer contribution of 9.5%
<b>WORKING HOURS</b>	Fixed Term position available until August 31 2018
<b>HOW TO APPLY</b>	<p>Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a>, under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.</p> <p>Indigenous applicants are encouraged to apply.</p>
<b>CONTACT FOR ENQUIRIES ONLY</b>	<p>Erin Wilson</p> <p>Tel +61 3 8345 8482</p> <p>Email <a href="mailto:e.wilson@unimelb.edu.au">e.wilson@unimelb.edu.au</a></p> <p><i>Please do not send your application to this contact</i></p>

For information about working for the University of Melbourne, visit our website:  
[about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers)

## THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University of Melbourne employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Find out more about the University's strategy, 'Growing Esteem', at <http://about.unimelb.edu.au/strategy-and-leadership>

## UNIVERSITY SERVICES

University Services is the shared services function for the University of Melbourne. We are dedicated to operating with a clear, responsive, respectful, user-friendly approach and this will create a problem-solving culture that empowers people to deliver their best. This component of the Melbourne Operating Model is the largest administrative unit within the University and is committed to:

- Putting the university first, by acting in the best interest of students, academics and overall strategy
- Maintaining a culture of service excellence
- Working together as one team to achieve results through collaboration, respect and expertise.

University Services is comprised of over 1,600 staff and consists of nine portfolios delivering a range of transactional services and expert advice:

- Academic Services
- Business Intelligence and Reporting
- External Relations
- Finance and Employee Services
- Infrastructure Services
- Legal and Risk
- Procurement
- Project Services
- Research, Innovation and Commercialisation

## **EXTERNAL RELATIONS**

External Relations builds the esteem in which the University is held by providing creative, engaging and effective sales and marketing solutions for faculties, graduate schools and Chancellery.

## **EQUAL OPPORTUNITY, DIVERSITY AND INCLUSION**

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous deserve to service for excellence and reach the targets of Growing Esteem.

## **ABOUT THE ROLE**

### **Position Purpose:**

The CRM User Coordinator is part of the Stakeholder Relations and CRM Team in External Relations at the University of Melbourne. The team is responsible for supporting marketing and recruitment activities that lead to the enrolment of students for both undergraduate and graduate programs. This is achieved through the delivery of high quality, customer-first, targeted marketing and communications to prospective students via the CRM. The CRM uses the platform of Microsoft Dynamics CRM2011.

As part of a team of five, the CRM User Coordinator is responsible for providing expert advice and training to users of the CRM to ensure the University conducts best practice use of CRM functions for all marketing and recruitment activities. Key responsibility of this role is the managing of the day to day requests from the current business users across the University. These requests include but are not limited to –

- Training requests
- Trouble shooting basic technical issues
- Running queries of the CRM
- Setting up new user accounts
- Offer advice on best practice use

The role will require a strong understanding of business processes for student/customer engagement and advanced knowledge of CRM best practice. The role also requires strong stakeholder management skills, providing expert advice to staff across academic divisions, shared services and other stakeholders.

The University is therefore seeking an experienced marketing and communications professional with interest and experience in leading data-driven change and experimentation.

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#### **Key Dimensions and Responsibilities:**

- Engage and train staff in best practice use of the CRM for the execution of marketing and recruitment activities. These include but are not limited to, email campaigns, events, SMS and webinars.
- Work with internal and external stakeholders as an agent of positivity, creativity and change, to ensure the delivery of high quality and timely recruitment marketing and communication campaigns.
- Plan and deliver all CRM training to the broader CRM User community within the University. Training covers all aspects of the CRM functionality including Enquiry Management, Campaign Management, Click Dimensions and GoToWebinar.
- Identify system improvement opportunities in the University's use of CRM to ensure the platform supports the delivery of targeted, timely and efficient campaigns and communications for all stakeholders.

- Manage the online help desk including templated responses, management and triage of all requests.
- Ensure all recruitment marketing campaigns and communication activity are supported by CRM best practice to enhance the University of Melbourne's strategic marketing and communication objectives.
- Monitor and assess the effectiveness of recruitment marketing and communication strategies and activities and implement reform and improvement as required
- Deliver fully integrated recruitment marketing and communication campaign solutions across multiple digital marketing platforms.
- Ensure compliance with University style and brand guidelines across all communications
- Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5 or 6.

OH&S and compliance: All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at <http://safety.unimelb.edu.au/topics/responsibilities/>.

Staff must comply with all relevant requirements under the University's risk management framework including legislation, statutes, regulations and policies.

### **Selection Criteria:**

#### **Education/Qualifications**

- The appointee will have: An appropriate tertiary qualification in marketing and/or an equivalent combination of relevant education/experience.
- Extensive experience in using Microsoft Dynamics CRM or similar CRM products for the purposes of sales and marketing.
- Demonstrated ability to plan, create and deliver training to a wide range of stakeholders with varying levels of understanding of CRM.
- Experience in working on digital marketing solutions to assist with the on-boarding and nurturing of vast amounts of prospects entering the sales funnel at many different levels utilising a marketing automation platform.
- Strong organisational skills, with the ability to juggle competing demands, work collaboratively with colleagues and meet deadlines and targets in a busy environment.
- Demonstrated ability and commitment to delivering high quality service to internal stakeholders.
- Good verbal and written communication skills, including the ability to convey complex information and demonstrate professionalism and confidence.

Knowledge and skills:

1. Demonstrate the University Services Values of University First by acting in the best interest of your employer; displaying Service Excellence by striving to deliver beyond expectations and taking ownership of the delivery; and value working collaboratively as One Team, connecting with people and building relationships in your workplace.
2. Ability to translate business problems into technical solutions to be implemented by the CRM Team.
3. Experience in using data to make evidence based decisions.