



## Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

**Job title:** Marketing Officer (Email and CRM)

**Department/Division:** Department of Management  
**Accountable to:** Marketing Manager

### Job Summary

As part of the marketing team, you will be responsible for enhancing engagement and improving conversion with enquirers, applicants and offer holders through a proactive and engaging approach to targeted communications campaigns.

Reporting into the Marketing Manager, the post-holder will develop, implement, monitor, analyse and report on email marketing nurture and conversion campaigns for the Department of Management to meet student recruitment objectives. You may also need to carry out other marketing duties to support the team as and when required.

You will collaborate with colleagues from Admissions, Programmes, Recruitment, and Marketing to build an email communications plan to nurture prospective students through the customer journey. This will include producing compelling written communications, developing a campaign timeline with the right messages at the right time along with intelligence gathering and analysis to ensure effectiveness and competitiveness. You will report on campaigns and communications with reference to industry benchmarks, and regularly analyse customer data to provide insights to the rest of the Marketing team and wider department where necessary.

You will also be responsible for developing audience insights using the functionality of the CRM (SalesForce). Prior experience of SalesForce is essential. You will need strong organisational, interpersonal and communication skills and the ability to manage a varied workload.

The role is in the Marketing, Analytics and Communications (MAC) team. Some evening work and travel will be required.

### Duties and Responsibilities

#### Communication

- Responsible for the production and development of emails to increase engagement and revenue generated by using segmentation techniques to produce timely and relevant communications and ensuring tone of voice is appropriate and brand guidelines are met.
- Responsible for segmenting and profiling the customer database to improve marketing results, retention and ROI.
- To develop key generic or programme specific messages and conversion emails at appropriate



points in the student funnel, ensuring that the copy is suitable for the intended audience.

- Ensuring that the School brand and core messages at School and Departmental level are effectively conveyed to applicants and prospective students
- Proofreading with a high attention to detail
- Developing ideas and innovative approaches for new and engaging conversion emails

### **Teamwork and Motivation**

- To support the marketing function in implementing an integrated marketing and communications strategy for the Department, including supporting the Marketing Manager in delivering campaign activity.
- To support marketing campaign and student recruitment activity as appropriate (e.g. managing and recording enquiries generated by promotional campaigns or promoting upcoming events in the enquiry communication plans)
- Work with colleagues in multi-functional teams and build effective relationships with Professional Services colleagues and Faculty as well as external service providers and agencies.
- To keep the team up to date on individual and shared activities.
- To take a proactive approach to understanding how the wider roles within the MAC team can help achieve shared goals and seek out opportunities for collaboration.
- To lead by example and form positive working relationships with professional service and academic colleagues and utilise these to gain buy-in and support for marketing and communications activities.
- To proactively manage the participation of other team members, Faculty, Professional Services Staff in the Department and volunteers in student recruitment activities.
- Act as a brand ambassador, providing advice to the Department's Professional Services Staff in relation to conversion communications activity.

### **Liaison and Networking**

- To build positive working relationships with Faculty and Professional Services colleagues, to enable effective collaboration and the smooth running of activities.
- To represent the Department and LSE at meetings with external stakeholders and at student recruitment events (both nationally and internationally).
- To work with colleagues in multi-functional teams and build effective relationships with Professional Services colleagues and Faculty as well as external service providers and agencies.
- To manage the day-to-day relationship with our CRM providers, ensuring that Service Level Agreements are adhered to (CRM central team)
- Develop relationships with the central student recruitment, digital communications, marketing and admissions teams and provide support for specified events/activities as requested.
- To liaise with other members of the Department and School and proactively share data to ensure a cohesive, collaborative approach to brand awareness, student recruitment and conversion activities across LSE

### **Service Delivery**

- To independently plan targeted communications for the prospective student and offer holder email nurture campaign
- Maintain an annual plan for prospective student and offer holder communications email campaigns
- Draft copy for the email nurture campaign and conversion activity, keeping copy fresh, accurate and in line with brand guidelines and tone of voice
- Pre and post event communications (reminder and follow up emails)
- Monitor engagement and conversion rates (such as "from invitation to registration to attendance")



and work collaboratively with Marketing colleagues to make recommendations for activity to support email campaigns

- Ensure that email campaigns are updated in a timely manner to ensure programme accuracy.
- To work closely with key contacts, external agencies and partners to ensure a consistently high standard of service, information and presentations to support colleagues, partners and prospective students in marketing and communications activities
- To proactively undertake shared administrative duties including responding to comments on social media, managing the marketing mailbox and processing payments.
- Attendance at events (including some work outside of normal working hours) and occasional national and international travel, will be required
- Providing Marketing support in other areas and other channels should the need arise
- Other duties as agreed by the Marketing Manager
- Such other duties from time to time may be required including attendance at some evening recruitment events

#### **Decision Making, Processes and Outcomes**

- Produce and maintain CRM dashboards and reports related to student recruitment cycle.
- Monitor the success of all email communications through systematic testing and reporting, making recommendations to the Marketing Manager and wider team of improvements.
- To input into the development of the Department's student recruitment marketing strategy with data, reports and recommendations
- To proactively initiate and develop new ideas and projects underpinned by research and market intelligence.
- To develop and implement conversion communication plans for key student audiences.

#### **Initiative and Problem Solving**

- To manage a busy and varied workload and to prioritise effectively with minimal supervision.
- To independently maintain an awareness of programmes, key projects and developments across the Department and propose relevant adjustments or developments to the marketing and communications strategy.
- To take independent decisions in line with the marketing plan and demonstrating own initiative in resolving any operational and technical problems which may arise.
- To manage day-to-day problems as they arise, referring up when necessary. Any other duties that support the objectives of the Marketing function as requested by the Marketing Manager or the Head of Marketing, Analytics and Communications.

#### **Analysis and Research**

- To undertake benchmarking activities against competitor institutions and use an awareness of industry developments and relevant trends to inform the Department's marketing activities.
- Managing customer data and providing insights, segmentation and profiling for the Department of Management programmes.
- Regular analysis of customer data in Salesforce to provide accurate customer profiling and insights.
- Present analysis and insights in clear reports and Powerpoint presentations when required, including conclusions and recommendations.
- Share insights and findings with key members of the business, such as Admissions, Programmes Team, Careers, central teams.
- To monitor performance against Key Performance Indicators.
- To evaluate the impact of communication activities on enquirers and offer holders and their decision making and identify opportunities for improvements.
- Gather and analyse student profile and market information to inform campaign planning.



- Monitor, measure and record effectiveness of campaigns, using reporting tools as appropriate (Salesforce, Google Analytics etc).

#### **Flexibility**

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

#### **Equity, Diversity and Inclusion (EDI)**

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

#### **Ethics Code**

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

#### **Environmental Sustainability**

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.