

RECRUITMENT PACK

This document includes the following information:

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Making an application:

When completing the on-line application form you will be asked to answer questions to help you demonstrate how you meet the requirements of the post. Your answers will be used at the shortlisting and interview stages of the recruitment process. We therefore recommend that you take a copy of this recruitment pack to help with your preparation.

NOTE: You don't have to answer the questions in one attempt, but can save your incomplete application and return to it at another time. You may want to draft your answers using Microsoft Word and then copy your text into the application form. Please be aware that formatting (eg. underline, bold, bulleting) will be lost in this process. If you are using an Apple product you will need to use an alternative web browser to Safari such as Google Chrome.

- Links to Guidance Notes and Frequently Asked Questions can be found on the Search Results page. These pages will open in a new window.
- We recommend that you take a copy of this recruitment pack to help with your preparation.

A commitment to sustaining an inclusive and diverse community is one of the University's Core Values and we are keen to address any imbalances in our workforce.

The University of Essex is proud to be part of the Disability Confident scheme and is committed to supporting diversity and equality, representative of our inclusive community. As part of our commitment to this scheme any candidate who has a disability and meets all the essential criteria for the role will be offered an interview. We also work in partnership with national disability organisation DisabledGo who provide detailed online access guides to many of our campus buildings and facilities which you may find useful.

Please note: We are only accepting on-line applications for this post. However, if you have a disability that makes it difficult for you to provide us with information in this way, please contact the Resourcing Team (01206-874588/873521) for help.

Closing Date: 07 May 2017

Interviews are planned for: 30 May 2017

Produced by:
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JOB DESCRIPTION – Job ref REQ00533

Job Title and Grade:	CRM Specialist Grade 7/8
Contract:	Permanent, full-time but part-time working may be considered
Hours:	A notional minimum of 36 hours per week
Salary:	At grade 7: £29,301 – £32,004 per annum (pro-rata for part-time) At grade 8: £32,004 – £38,183 per annum (pro-rata for part-time)
Department/Section:	IT Services
Responsible to:	Director of IT Services
Reports on a day to day basis to:	Business Analyst and Support Manager
Purpose of job:	The CRM Specialist will take a lead role in developing and supporting the Universities Customer Relationship Management (CRM) related system, working individually or as part of a small team.

Background

The University has a wide range of customers that it engages with and it is recognised that comprehensive systems support of customer interaction is vital to successful relationship building.

The University's has been developing the use of Microsoft Dynamics CRM over several years to support a wide range of core business functions including student marketing and recruitment, student services, business development and research marketing, events management and employee engagement. This work has made extensive use of a specialist commercial development partner but the point has now been reached where there is a need to expand the in-house capability to progress a wide range of new projects and enhancements.

Dynamics CRM is a major component of the Microsoft product development strategy and is rapidly becoming a major player both in the overall global CRM marketplace and in the UK higher education CRM market.

Based in the Corporate Information Systems group, the postholder will work closely with colleagues in CIS and other IT Services groups, as well as with colleagues in other professional service sections.

CIS is currently engaged in a number of development projects which involve expanding or developing services across the student lifecycle for enquirers, applicants, students, and alumni as well as for staff. Several of these projects now require or would benefit significantly from some level of integration with or use of the existing CRM system.

The postholder will be engaged to some extent in all of these projects depending on their skills and experience. They will be able to act on their own initiative to a considerable extent but also as work as part of one or more small teams as necessary.

Appointments at Grade 8 will be expected to take a significant lead in the duties listed below; appointments at Grade 7 will work more closely with colleagues and under the supervision of the Corporate Information Systems Manager. It is anticipated that appointees to Grade 7 will progress onto Grade 8 provided they are able to meet the additional responsibilities, skills and expertise demanded by the higher grade.

Applicants with limited working experience in the areas specified are encouraged to apply as extensive training and development will be provided where applicants demonstrate a sound overall aptitude and good technical capabilities.

Duties of the Post:

Project Management and Delivery

1. Participate as a key contributor to various mission-critical corporate systems development projects focused mainly on the development and support of the University's MS Dynamics CRM system.
2. Take lead responsibility for various smaller scale project or enhancement activities related to the development of the MS Dynamics CRM system and its integration with a variety of other University systems including SharePoint document management, central Student Records systems Admissions and Outreach services, overseas recruitment agents services, research support and business development and Key Performance Indicator (KPI) reporting.

Design and Development

3. Working closely with the CIS Business Analysts and University clients to develop project and enhancement requirement specifications either for subsequent development action by the postholder or for submission to the University's Dynamics development partner.
4. Take lead responsibility in the development and documentation of improved system integration utilities based on the existing Scribe integration product, standard XML interfaces or possibly alternative 3rd-party integration products.
5. Develop procedures and utilities for the improved management and house-keeping of the CRM database in line with University data retention policies.
6. Design and develop management and administration policies and processes to improve the overall security and management of the system.
7. Develop the integration of Dynamics CRM with the University's NEC telephony system.
8. Explore and exploit 3rd-party utilities for the improvement of the overall efficiency and benefits realisation of the Dynamics CRM system.
9. Design and develop web based applications using Microsoft SharePoint and/or ASP .NET to act as entry/service points for students, staff and others (as University customers) in their interactions with the University.
10. Develop and maintain, in collaboration with colleagues in CIS and the IT Services Systems Group, together with our commercial CRM development partner, appropriate systems management procedures and associated documentation for the sustained, stable, resilient and secure operation of the University's Dynamics CRM system.

Communication and Collaboration

11. Develop improved user training and support documentation.
12. Provide information and mechanisms for the IT Services Helpdesk to assist with CRM user problems.
13. Work with IT Services colleagues and the Information Assurance Manager to ensure that information in the Dynamics CRM system is held in accordance with the University's policies and in compliance with information legislation.
14. Participate in national or international CRM communities of practice where relevant for the University's interest.

Investigation, Analysis and Research

15. Undertake detailed analysis of user requirements and business processes.
16. Review new release/version documentation for Dynamics CRM and based on this develop upgrade/patching implementation plans to:



- a) make users aware of new features.
 - b) make users aware of how these features could benefit individual or overall office functions.
 - c) achieve the smooth, timely and efficient upgrade of the system in line with development and expansion plans.
17. Monitoring, investigation, and review of emerging CRM related technologies and where suitable, making recommendations for their adoption by the University.

Other

18. Any other duties as may be assigned from time to time by the Director of IT Services or his nominee.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.

Terms of Appointment

For a full description of the terms of appointment for this post please visit:
<http://www.essex.ac.uk/hr/current-staff/terms.aspx#>

April 2017

Person Specification

JOB TITLE: CRM Specialist

Qualifications/Training

	Essential (7)	Desirable (7)	Essential (8)	Desirable (8)
▪ An honours degree or equivalent level qualification or equivalent relevant experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Microsoft .NET or C# certification	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Experience/Knowledge

	Essential (7)	Desirable (7)	Essential (8)	Desirable (8)
▪ Proven experience in the management and technical administration of a modern CRM system	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Comprehensive knowledge and experience of the full software development life cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Proven programming experience in a modern development environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of business process analysis and user requirements elicitation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Significant experience of systems design and administration preferably in a .NET, Dynamics CRM or Microsoft SharePoint environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Knowledge and experience of SQL query programming	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of working in the .NET framework using C#	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of applying project management skills and principles in the development and implementation of complex IT systems	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Experience of the application of appropriate project management tools in both team-based and individual developer IT development environments (e.g. Prince II, AGILE, MS Project)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Proven software development experience based on complex underlying databases and business processes, preferably in a higher education environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Knowledge and experience of working in higher education	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Knowledge and experience of data modelling and designing relational data structures for long term data management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Knowledge and experience of the Scribe systems integration tool or MS SQL Server Integration Services or a similar systems integration utility	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Skills/Abilities

	Essential (7)	Desirable (7)	Essential (8)	Desirable (8)
▪ Proven programming expertise in at least two of the following areas;-.NET, XML, C#, Dynamics SQL, JavaScript, Perl, MS SharePoint, Scribe, MS Outlook forms	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ A self-motivated and practical approach to problem solving and systems development	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent all-round ICT skills including MS Windows and Office applications	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent English written and oral communication skills including the ability to communicate effectively and considerately with staff, students or managers with widely differing levels of technical understanding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Ability to prioritise a complex workload and work accurately both independently and as part of a team	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Excellent problem solving ability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ A strong commitment to proactive customer service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Other

	Essential (7)	Desirable (7)	Essential (8)	Desirable (8)
▪ Ability to meet the requirements of UK 'right to work' legislation*	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

*The University has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. Please note that the University will not be able to issue a Tier 2 Certificate of Sponsorship for this post. For further information about UK immigration requirements please follow this link
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

April 2017

GENERAL INFORMATION

IT Services

You can find more information about the department at the following <http://www.essex.ac.uk/it/>

General information

Informal enquiries may be made to John Fell, Assistant Director IT Services (Corporate Information Systems) (telephone: 01206 872070 e-mail: johnf@essex.ac.uk). However, all applications must be made online.

People Supporting Strategy

Please find a link to the People Supporting Strategy.

<http://www.essex.ac.uk/hr/policies/docs/people-oct15.pdf>

Benefits

Our staff and students are members of the University for life. We believe a person's potential is not simply defined by grades or backgrounds, but by a willingness to question, to collaborate and to push at the edges of knowledge and their own potential.

As an employer we offer a range of benefits and a commitment to career development and equal opportunities in an environment that both reflects and creates a rich interaction of people, disciplines and ideas.

- Pension scheme
- Generous holiday entitlement
- Competitive salaries
- Training and development Family Friendly policies
- On campus childcare facilities, for more information visit www.wivenhoeparkdaynursery.co.uk
- Childcare vouchers
- Relocation package for qualifying staff
- Interest free season ticket loan
- Range of optional salary exchange tax benefits (pension, childcare and bicycle schemes)

No smoking policy

The University has a no smoking policy

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