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Job Description and Selection Criteria

Job title	CRM and Digital Marketing Coordinator
Division	Gardens, Libraries and Museums (GLAM)
Department	GLAM Divisional Office
Location	Littlegate House, St Ebbs, Oxford, OX1 1PT The role supports a hybrid working model, with the expectation of working on-site a minimum two days per week
Grade and salary	Grade 6: £ 34,982 - £ 40,855 per annum
Hours	Full time (37.5 hours)
Contract type	Fixed-term (18 months)
Reporting to	GLAM Head of Marketing & Communications
Vacancy reference	**177472**
Additional information	You are required to **submit a CV and a supporting statement** with your application, outlining how you meet each of the selection criteria for the role (see the 'How to Apply' section for further details). Please contact the recruitment team if you require the job description in an alternative format.
Closing date	12.00 midday GMT Friday 21st February 2025

Job description

Overview of the role

The role is an 18-month fixed term post working to support the implementation of the Galaxy Audience Platform Project (GAPP) and the associated marketing and e-comms via the system. GAPP will centralise and manage supporter data across GLAM using Gateway's Galaxy CRM Plus module with MS Dynamix, ensuring streamlined and compliant supporter engagement and providing a dedicated database and email solution. This is an important project that will support an audience-focused approach and grow visitor engagement, loyalty and revenue across GLAM.

The postholder will help to support the roll out of the CRM system over 2025 and champion its successful implementation into 2026. Key duties include assisting with the analysis, design, configuration, testing, training, and deployment activities for the CRM. Specifically, this involves maintaining and editing views and workflows, testing and training on the new system and taking responsibility for managing data/data administration of the system. They will also help each GLAM site with implementation of e-communications, development of templates, content production, setting KPIs and measuring performance against them, and helping to establish and implement an overall customer journey. There may be other duties relating to GAPP, as assigned by the Commercial Systems Manager and Head of Marketing & Communications, that will need to be undertaken.

Collaboration with the GAPP internal user group and liaison with relevant communications, marketing, engagement, operations and other department staff across the six GLAM sites will be essential for identifying and prioritising system design needs.

The CRM and Digital Marketing Coordinator will report to the GLAM Head of Marketing & Communications with a dotted line to the GLAM Commercial Systems Manager (Project Manager for GAPP).

Responsibilities

CRM System Implementation and System Management

- Conducting continuous configuration and monitoring of the GLAM Dynamics system, managing integrations with customer-facing software such as email marketing and ticketing systems.
- Maintaining a test environment, testing changes and new configuration.
- Management of ongoing system sustainment tasks and system development such as the introduction of new workflows.
- Troubleshooting and supporting users on queries or issues raised that relate to the CRM system.

Data management

- Maintaining data migration processes from existing solutions, and mechanisms for inter-database communication.
- Developing and maintaining system standards to ensure consistency across departments.
- Working closely with the GLAM Assessment and Evaluation and Data Analysis team to contribute to the GLAM Business Intelligence and Data Strategy Implementation to ensure GLAM wide approach to data governance and reporting.

- Working with the GLAM Privacy Champion to ensure Dynamics data compliance with legal requirements, including GDPR legislation, and the GLAM data retention and usage policies.

Training

- Delivering training as required on GAPP system processes.
- Maintaining and updating GAPP system user manuals as required.

CRM Marketing & Evaluation

- Working with GLAM sites to set up an initial customer journey for subscribers & members based on insights from sites and best practice, with an aim to implement a tactical customer lifecycle.
- Working with sites to create help design communications that will be automated through the CRM system.
- Helping to set KPIs for measuring performance on the system. Collect analytics/produce regular reports and other data as required.
- Working with the GLAM Assessment & Evaluation team to consider how marketing KPIs interface with and other metrics around performance

Relationships & Stakeholder Liaison

- Working collaboratively across Museum departments to ensure:
  - that the development of customer journey and e-comms meets user needs.
  - optimal utilisation of Dynamics and active engagement in the Dynamics program.
- Providing updates and written or verbal reports to internal GAPP working groups and to other internal stakeholders or groups/meetings.

Other duties

- Participate in a regular Annual Review
- Undertake any necessary training identified
- Comply with health and safety regulations
- Comply with the policies and procedures set out in the Handbook for University Support Staff/Academic Related Staff
- Any other duties that may be required from time to time commensurate with the grade of the job

The Gardens, Libraries, and Museums (GLAM) reserve the right to make reasonable amendments to the job description in consultation with the post-holder at any time.

Applicants and employees are invited to identify reasonable accommodations that can be made to assist them in performing the essential functions of the position safely.

Department – GLAM Divisional Office

The GLAM Divisional Office, which is led by the GLAM Registrar, comprises nine teams who deliver services and support across the GLAM division. They include Audience and Engagement Support, Collections Moves, Commercial Systems, Evaluation and Data Analysis, Gardens and

Museums IT, Marketing and Communications, Museum Digital Collections, Partnerships & Engagement, and Research and Impact.

For more information please visit: https://www.glam.ox.ac.uk/home

Selection criteria

Essential selection criteria

- Knowledge of marketing, communications, or membership services with previous experience of other CRM or ticketing systems.

- Demonstrated experience in using email marketing platforms and understanding of e-marketing principles and the creation of customer journeys.

- Experience of using a contact, email or other complex database, with an understanding of GDPR legislation.

- Competence with, and experience of reporting on, digital activity and analytics, with strong analytical skills and confidence with data and metrics, able to create insights and identify opportunities.

- Strong writing and editing skills including the ability to communicate complex topics to non-specialist audiences. The ability to work to editorial guidelines and policies.

- Detail-oriented with excellent organisational, analytical, communication, and problem-solving skills.

- Advanced IT literacy using a range of digital tools and software, including Microsoft Word and Excel.

- Ability to establish and maintain effective working relationships with project team members, supervisors, and employees from other departments.

- Ability to maintain a calm and professional manner, with experience of working in a pressured, deadline driven environment and handling conflicting priorities.

Desirable selection criteria

- Digital marketing experience, or previous experience of working with a Media and Digital Advertising agency.

- Experience of work in the library, museum and / or cultural heritage sector.

Pre-employment screening

Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at: https://www.jobs.ox.ac.uk/pre-employment-checks

About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

Radcliffe Camera in Radcliffe Square

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford.

For more information, please visit www.ox.ac.uk/about/organisation.

Division – Gardens, Libraries and Museums (GLAM)

Oxford University's Gardens, Libraries and Museums (GLAM) contain some of the world's most significant cultural and scientific collections. GLAM is a division within the University, which comprises: the Ashmolean Museum of Art & Archaeology, Bodleian Libraries, Botanic Garden & Harcourt Arboretum, Museum of the History of Science, Museum of Natural History and the Pitt Rivers Museum.

The Gardens, Libraries and Museums are integral to the delivery of the University's strategic aims of teaching, research and widening participation. They also embody the public face of the University, representing the front door to the wealth of knowledge and research curated by and generated at Oxford. Collectively they welcome over 3 million visitors each year.

The academic departments of the University are divided into four divisions: Humanities; Mathematical, Physical and Life Sciences; Medical Sciences; and Social Sciences. GLAM's collections and staff have strong connections with all of the academic divisions.

For more information please visit: https://www.glam.ox.ac.uk/home

How to apply

Applications are made through our e-recruitment system and you will find all the information you need about how to apply on our Jobs website https://www.jobs.ox.ac.uk/how-to-apply

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of two referees and indicate whether we can contact them now.

You will be asked to upload a CV and a supporting statement. The supporting statement must explain how you meet each of the selection criteria for the post using examples of your skills and experience. This may include experience gained in employment, education, or during career breaks (such as time out to care for dependants).

Please note that if you do not upload a completed supporting statement and a CV, we will be unable to consider your application for this role.

All applications must be received by **midday** UK time on the closing date stated in the online advertisement.

References

Please give the details of two people who have agreed to provide a reference for you. If you have previously been employed, your referees should be people who have managed you for a considerable period, and at least one of them should be your formal line manager in your most recent job. Otherwise they may be people who have supervised you in a recent college, school, or voluntary experience. It is helpful if you can tell us briefly how each referee knows you (e.g. 'line manager', 'college tutor'). Your referees should not be related to you.

Your referees will be asked to comment on your suitability for the post and to provide details of the dates of your employment; and of any disciplinary processes which are still considered 'live'. We will only take up references at offer stage.

If you currently work for the University please note that:

- As part of the referencing process, we will contact your current department to confirm basic employment details including reason for leaving

- Although employees may hold multiple part-time posts, they may not hold more than the equivalent of a full-time post. If you are offered this post, and accepting it would take you over the equivalent of full-time hours, you will be expected to resign from, or reduce hours in, your other posts(s) before starting work in the new post.

Information for priority candidates

A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing department(s).
If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments).

If you need help

Application FAQs, including technical troubleshooting advice is available at: https://staff.web.ox.ac.uk/recruitment-support-faqs

Non-technical questions about this job should be addressed to the recruiting department directly on recruitment@glam.ox.ac.uk

To return to the online application at any stage, please go to: www.recruit.ox.ac.uk

Please note that you will receive an automated email from our online recruitment portal to confirm receipt of your application. **Please check your spam/junk mail** if you do not receive this email.

Relocation
At the moment, the GLAM Divisitonal Office is not offering relocation expenses to this post.

Important information for candidates

Data Privacy
Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at: https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy. The University's Policy on Data Protection is available at: https://compliance.admin.ox.ac.uk/data-protection-policy

The University's policy on retirement
The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at grade RSIV/D35 and clinical equivalents E62 and E82, which with effect from 1 October 2023 will be 30 September before the 70th birthday. The justification for this is explained at: https://hr.admin.ox.ac.uk/the-ejra
For **existing** employees on these grades, any employment beyond the retirement age is subject to approval through the procedures: https://hr.admin.ox.ac.uk/the-ejra
There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Benefits of working at the University

Employee benefits

University employees enjoy 38 days' paid holiday, generous pension schemes, flexible working options, travel discounts including salary sacrifice schemes for bicycles and electric cars and other discounts. Staff can access a huge range of personal and professional development opportunities. See https://hr.admin.ox.ac.uk/staff-benefits

Employee Assistance Programme

As part of our wellbeing offering staff get free access to Health Assured, a confidential employee assistance programme, available 24/7 for 365 days a year. Find out more https://staff.admin.ox.ac.uk/health-assured-eap

University Club and sports facilities

Membership of the University Club is free for University staff. It offers social, sporting, and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room, and swimming pool. See www.club.ox.ac.uk and https://www.sport.ox.ac.uk/.

Information for staff new to Oxford

If you are relocating to Oxfordshire from overseas or elsewhere in the UK, the University's Welcome Service includes practical information about settling in the area, including advice on relocation, accommodation, and local schools. See https://welcome.ox.ac.uk/
There is also a visa loan scheme to cover the costs of UK visa applications for staff and their dependants. See https://staffimmigration.admin.ox.ac.uk/visa-loan-scheme

Family-friendly benefits

We are a family-friendly employer with one of the most generous family leave schemes in the Higher Education sector (see https://hr.web.ox.ac.uk/family-leave). Our Childcare Services team provides guidance and support on childcare provision, and offers a range of high-quality childcare options at affordable prices for staff. In addition to 5 University nurseries, we partner with a number of local providers to offer in excess of 450 full time nursery places to our staff. Eligible parents are able to pay for childcare through salary sacrifice, further reducing costs. See https://childcare.admin.ox.ac.uk/.

Supporting disability and health-related issues (inc menopause)

We are committed to supporting members of staff with disabilities or long-term health conditions, including those experiencing negative effects of menopause. Information about the University's Staff Disability Advisor, is at https://edu.admin.ox.ac.uk/disability-support. For information about how we support those going through menopause see https://hr.admin.ox.ac.uk/menopause-guidance

Staff networks

The University has a number of staff networks including for research staff, BME staff, LGBT+ staff, disabled staff network and those going through menopause. Find out more at https://edu.admin.ox.ac.uk/networks

The University of Oxford Newcomers' Club

The University of Oxford Newcomers' Club is run by volunteers that aims to assist the partners of new staff settle into Oxford, and provides them with an opportunity to meet people and make connections in the local area. See www.newcomers.ox.ac.uk.

Research staff

The Researcher Hub supports all researchers on fixed-term contracts. They aim to help you settle in comfortably, make connections, grow as a person, extend your research expertise and approach your next career step with confidence. Find out more https://www.ox.ac.uk/research/support-researchers/researcher-hub

Oxford's Research Staff Society is a collective voice for our researchers. They also organise social and professional networking activities for researchers. Find out more https://www.ox.ac.uk/research/support-researchers/connecting-other-researchers/oxford-research-staff-society