ROLE DESCRIPTION

CRM Officer

Contract:	Full-time, permanent, 35 hours per week, Monday to Friday
Location:	30 Bedford Square, London, WC1B 3EE. Hybrid working.
Reports to:	CRM Manager
Salary:	£37,000 - £42,000 per annum, dependent on experience

About Edconic

Edconic is an organisation that partners with prestigious companies to deliver relevant, experiential learning programs taught by industry experts from the world's best brands. The Edconic portfolio currently includes Vossssgue College of Fashion, Sotheby's Institute of Art, The School of The New York Times, Manchester City Sports Business School and WIRED Education. Edconic academic programs range from pre-college and collegiate courses to master's degrees with campuses in New York, London, Madrid and Online, and partnerships in Seoul and Beijing.

The Role

The CRM Officer will play a central role in developing and optimising Salesforce and account engagement across the organisation, supporting all of the brands currently part of the Edconic portfolio.

The CRM Officer will work closely with stakeholders to understand business processes and translate these into efficient, scalable technical solutions, bringing data to life through clear, visually engaging actionable insights and reports.

The postholder will be data-literate, technically confident, and motivated by continuous learning and innovation, with a clear and open path for career progression.
The CRM Officer will be working on a compelling system set-up and a stimulating environment, where professional growth is prioritised through hands-on delivery, structured development opportunities including support for a Salesforce certification and collaboration with an innovative and award-winning digital team. We are seeking someone who is excited by building, improving and shaping a CRM landscape.

Key Responsibilities

CRM System Management & Development

- Support and contribute to ongoing Account Engagement & Salesforce development, including implementations and the adoption of additional system functionalities and related applications.
- Work with the CRM Manager to identify system enhancement opportunities, and efficiencies aligned with team and organisational goals.

- Maintain the accuracy, completeness, and integrity of CRM data through regular audits, data quality checks, and governance processes.
- Monitor CRM compliance with GDPR and data privacy regulations, identifying and escalating risks and supporting the CRM Manager with mitigation and documentation where necessary.
- Support external agency partners and vendors by providing data extracts, system access, and campaign performance reports and insights where required.

Reporting & Insight

- Develop and deliver reporting across key customer metrics including performance, customer lifetime value, campaign ROI, and attribution modelling.
- Act as an internal expert in customer data, segmentation, and analytics by creating reports and dashboards.
- Analyse and evaluate data drawn from a range of business platforms and systems to generate actionable insights and recommendations for stakeholders across GEMS and beyond.
- Manage survey projects and interpret survey data to identify patterns and behaviours that inform improved strategies and customer engagement.
- Review Eventbrite events and ensure accurate and seamless integration into Salesforce.

Marketing Automation & Customer Journey Management

- Lead on marketing automation strategy, including proactively researching and implementing the latest best practices, strategies, and industry standards.
- Manage Account Engagement campaigns, including email creation, automated journeys within Engagement Studio, and performance optimisation.
- Build and maintain Account Engagement landing pages and forms, ensuring they are on-brand, technically robust, correctly tracked, and continuously optimised for user experience and conversion.
- Deliver core marketing operations activity in Account Engagement and Salesforce including lead lifecycle design, lead scoring, nurturing workflows, enrolment conversion and data cleansing.
- Contribute to segmentation strategies to ensure personalised, targeted communications aligned to audience needs and the customer journey.

Training, Support & Stakeholder Collaboration

- Devise and deliver training sessions and create documentation (manuals, crib sheets, video tutorials) to support CRM users at varying levels of confidence and experience
- Assist in the onboarding and ongoing support of CRM users to ensure effective adoption and consistent best practice.
- Coordinate with internal teams (e.g., Marketing, Admissions, Alumni Relations) to understand data and workflow needs and ensure CRM processes support business objectives.

<u>Person Specification</u>

Essential Skills and Experience

- Experience using CRM and marketing automation software (Account Engagement, Salesforce, etc.)
- Strong and up-to-date knowledge of marketing automation principles
- Experience of using data analytics tools
- Data driven, analytical mindset with experience of working with complex data sets and delivering meaningful insights
- Self-starter with the confidence to lead and manage data-driven projects
- Strong communication skills, with the ability to translate data insights into clear, accessible language for non-technical audiences
- Strong organisation skills with an understanding of project management and experience using project management tools

Desirable Skills and Experience

- Experience of working in a higher education environment with varied stakeholder needs
- Ability to produce dashboards or insights using analytics
- Salesforce or Account Engagement certification (or willingness to work towards one)

Application Process

Please submit your CV plus a covering letter demonstrating your interest in the internship and how you meet the person specification to: ukvacancies@edconic.com. The closing date for applications is 9am on Monday 5th January 2026.

Benefits of working for Edconic include:

- 25 days annual leave plus up to 4 days additional discretionary leave during the Christmas period
- Option to purchase an additional 5 days annual leave on a salary sacrifice basis
- 2 discretionary Company Global Celebration Days
- 24/7 access to an Employee Assistance Programme
- Access to any course within the Edconic online course portfolio free of charge (subject to eligibility)
- Employee and family discounts on all Edconic courses
- Volunteering days
- Life insurance
- Discount for gym membership
- Access to a comprehensive e-learning platform
- Hybrid working