Hallam Students' Union

Business Analyst and CRM Lead
Job Description

Salary:	£ 33,600
Responsible to:	Research, Insight, and Data Service Manager
Responsible for:	N/A

This job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

1. Purpose of Post:

To lead on the effective utilisation of data to inform strategic decision making and improve the student experience.

To provide management information with high operational utility, that enables the tracking of key performance indicators and enables the operational teams to take data driven decisions.

To develop, manage, and maintain the Customer Relationship Management (CRM), Student Management System (SMS) Management Information (MI) and Key Performance Indicator (KPI) framework.

2. Main Duties and Responsibilities

- Develop, manage, and maintain the Customer Relationship Management (CRM), Student Management System (SMS) Management Information (MI) and Key Performance Indicator (KPI) framework.
- Regularly monitor and ensure the accuracy and completeness of student data within the CRM and other systems. This will include tasks like deduplication, correcting errors, and maintaining consistent data formats.
- Assist users with understanding and following established workflows and procedures within the systems including creating user guides, conducting training sessions, or answering specific questions about how to best utilise the system for their needs.
- Generate reports and dashboards to communicate insights to Students' Union staff and student leaders.
- Support the organisation in its technology development ensuring alignment between software/systems development and business requirements.
- Work collaboratively with colleagues across the Students' Union to ensure data collection is accurate and efficient.
- Coordinate data for engagement projects, ensuring compliance with data protection regulations.
- Maintain a strong understanding of data protection best practices and ensure data is handled securely.
- Stay up to date with emerging trends in data analysis and business intelligence.
- Work in partnership with key University personnel and develop collaborative working arrangements with other external stakeholders to raise the Students' Union's profile.

November 2024

Business Analyst and CRM Lead
Person Specification

Requirements		Essential Desirable	*(A), (T), (I)
1	**Qualifications/Training**		
1.1	A degree in Data Analysis, Business Analytics, Statistics, or other relevant qualification or equivalent experience.	E	A
2	**Experience**		
2.1	Experience in a data analysis role including building and maintaining reports and dashboards	E	A/I/T
2.2	Minimum 1-year experience in developing and maintaining CRM Systems alongside providing support and training	E	A/I
2.3	Experience with data visualisation tools (e.g., Excel, Google Looker, Power BI, Tableau).	E	A/I/T
2.4	Experience with SQL queries for data extraction.	D	I
2.5	Experience with data warehousing or business intelligence platforms	D	I
3	**Knowledge**		
3.1	Understanding of data protection regulations (GDPR)	E	A/I
3.2	Understanding of the Higher Education Sector	D	A
4	**Skills & Attributes**		
4.1	Strong analytical and problem-solving skills	E	I/T
4.2	Strong written and verbal communication skills, with the ability to present complex data understandably.	E	I/T
4.3	Ability to work independently and as part of a team	E	I

* Assessed by: A – Application Form, T – Task/Presentation, I - Interview