



LIVERPOOL
HOPE
UNIVERSITY

1844

Recruitment Pack

CRM and Conversion Manager

Job Reference: 4AUKO1

Closing date: Monday 13th October 2025 by 09.00 a.m.

www.hope.ac.uk





POST: CRM and Conversion Manager

STARTING DATE: Available immediately

SALARY RANGE: £33,002 - £37,694 (Grade 6) per annum

TYPE OF CONTRACT: Permanent

WORK PATTERN: 35 hours per week (Monday to Friday – 09.00 a.m. – 5.00 p.m.)

REPORTS TO: Head of UK Student Recruitment

The Post

The UK Student Recruitment team oversees the enquirer, recruitment, and conversion activity for UK students at Liverpool Hope University. This exciting post will manage the conversion strategy working with applicants to choose Liverpool Hope as their firm choice university. The post holder will plan and coordinate with academic and support staff to ensure applicants are well informed and make a confident choice with Liverpool Hope.

The postholder will have a strong understanding of the student journey and what drives student decision making. This is a diverse role with a varied workload; including data analytics and delivering on subsequent recommendations, creating engaging enquirer and conversion content, and leading on the CRM plan by working with the events and outreach managers to ensure data is collected to allow for predictive analytics and a personalised student journey.

Using Azorus (the university's CRM system) the successful individual will be the account manager for all communications sent out through the platform. The CRM plays a pivotal role in student recruitment and we are looking for a creative thinker who can deliver engaging content that is on brand and can create a strategic plan with clear objectives derived from a data-driven approach. The postholder will also be responsible for all training and CRM literacy across relevant teams.

The ideal candidate will be self-motivated and proactive with a strong ethos for customer service. They will enjoy face to face interactions with students and colleagues as much as computer-based campaigns that need attention to detail and creative vision.

Managing members of the recruitment team means we will also be looking for candidates that can demonstrate leadership skills and have a passion for developing and motivating others. This is an excellent opportunity for an individual who enjoys being part of a team, has an eye for detail and can bring others along to meet clear recruitment targets.

This post is permanent, subject to the 12-month probationary period.

Interviews are scheduled to take place on Wednesday 22nd October 2025.

Job description/key duties of the post

Job Title	Conversion and CRM Manager	Code	Grade 6
Subject/Service Area	Student Futures		
Reports to	Director of Student Futures		
Accountable To	Head of UK Student Recruitment		
Purpose of Job			
<p>To work within Student Futures, Marketing and Admissions to develop and build content that can be shared with enquirers, applicants, teachers and alumni in a targeted manner. To use high level coding to build scripts and segmentation that allow for automated segmentation based on demographics and course choice.</p> <p>To use external (e.g. UCAS, net natives, TSR) and internal (admissions, HESA) data to help refocus the University’s conversion strategy. Analysing the data to find key curriculum areas that need support to convert applicants to registrants. Offer strategies using recruitment and marketing resources to build brand presence of these courses. Utilise current students and alumni to engage applicants with Hope being a firm choice.</p> <p>To work with the careers and employability team to enhance the university's Graduate Outcomes messaging about what is available to students at Hope to support their futures.</p> <p>To create, implement, monitor and evaluate the recruitment, conversion and transition CRM plan, ensuring that students are targeted with key information in a timely manner. To generate A/B testing on all emails so that functionality is maximised.</p> <p>To direct and support academic staff in generating content and supporting events that will increase applications and conversion numbers for the University. To deliver training to ensure all activity with applicants is engaging/ interactive. To work with departments who conduct interviews on enhancing the experience of applicants when on campus.</p> <p>Create conversion activity to support the University’s Access and Participation targets this could be in the form of events, social media, targeted communications</p> <p>To work with the web officer and IT support to convert all PDF and forms to be launched through the CRM system allowing for strong data collection and follow up communications.</p> <p>To provide training and upskilling to all members of staff involved with the CRM. To ensure that key data is collected as a priority in the manner appropriate for the event. To look for opportunities where the collecting of enquirer/ applicant data can be enhanced.</p>			

To act as the key contact for the external CRM account manager; producing benchmark reports, implementing changes to the software, working with IT to build the system.

To motivate and inspire a team to achieve agreed targets to raise the institution's profile and enhance our reputation. To manage and supervise staff within the Student Recruitment team and supporting development of staff.

Key Tasks / Responsibilities

- Working with the Student Recruitment team to ensure that key stakeholders and groups are aware of Liverpool Hope University through targeted CRM communications
- To manage the work of designated Student Recruitment staff, including delegation of tasks, Performance Management and Staff Development.
- To represent the University in person both nationally and internationally when necessary and appropriate.
- To develop and manage the targeted stakeholder lists and to develop appropriate communication plans for these groups.
- To ensure appropriate and timely follow-up from all engagement activities to enhance relationships and encourage ongoing dialogue.
- Ensure planned, regular data cleansing for stakeholder groups and appropriate data management of all enquiry records. Duties will include; regular updates to contact lists, analysis of enquiries/prospectus request, interrogation and interpretation of evaluation and application data.
- Where applicable provide support to Senior Managers in the development and implementation of new strategic projects.
- Undertake any other duties commensurate with the work of Student Recruitment and the nature of the role as requested by the line manager
- To build concise and effective reports that show strengths and areas for development in the recruitment/ conversion plan based on open/ click rates and make proactive changes to ensure that the CRM system is efficient.
- To oversee the implementation of Clearing through the CRM, this large-scale project involves high level coding and scripting. Creating dynamic form and automated responses based on fields created. Working with the Head of Admissions creating reporting functions that allow for live applicant information based on enquiries.
- To manage the University's virtual Open and Applicant Day portal. This involves creating dynamic blocks based on the individual's data. Building interactive content and training academics and support staff in the portal so that it is used most effectively.

Work Performed (relating to key tasks)

- Oversee campaign consistency across all CRM communications
- Work with admissions team on highlighting areas of focus for conversion
- Building relationships with local school/ college within the recruitment strategy
- Performance and workload management of staff members within the student recruitment team

Materials, resources & equipment to be used
Laptop 2 screens Azorus SITs
Qualifications / Experience Required
Degree and/or relevant experience
Regular contacts (internal / external)
Admissions team Corporate communications team Careers and employability team Academic colleagues Local schools and colleges
Staff Reporting to Post holder
Student Recruitment Officer and Graduate Advocate

Person Specification

Methods of assessment

Application form **(A)**

Interview **(I)**

Presentation **(P)**

Educational Requirements	Essential (E)/Desirable (D)	Method of Assessment (A/I/P)
<ul style="list-style-type: none">Degree or equivalent qualification/relevant experience	E	A
Experience	Essential (E)/Desirable (D)	Method of Assessment (A/I/P)
<ul style="list-style-type: none">Experience and understanding of the recruitment processes for a range of different students	E	A/I/P
<ul style="list-style-type: none">Experience and understanding of the student journey and the events ran to support this	E	I
<ul style="list-style-type: none">Experience of dealing with enquiries, including face-to-face, e-mail, social media and telephone	E	A
<ul style="list-style-type: none">Good analytical skills with the ability to produce reports.	E	A/P
<ul style="list-style-type: none">Experience of working with CRM systems	E	A/I
<ul style="list-style-type: none">Experience of creating and implementing university conversion strategies	D	A/I
<ul style="list-style-type: none">Experience of working and collaborating with marketing specialists	D	A/I

<ul style="list-style-type: none"> Delivering training and upskilling of staff 	E	I
<ul style="list-style-type: none"> Previous supervision/management experience 	E	A/I
Skills and Knowledge	Essential (E)/Desirable (D)	Method of Assessment (A/I/P)
<ul style="list-style-type: none"> Good interpersonal and communication skills 	E	A/I/P
<ul style="list-style-type: none"> Good ICT skills, including word processing, databases, spreadsheets and software systems 	E	A/P
<ul style="list-style-type: none"> Strong organisational skills 	E	A/I
<ul style="list-style-type: none"> Proven ability to work under pressure and to deadlines and to prioritise and manage personal workloads 	E	A/I
<ul style="list-style-type: none"> Proven ability to write content that can be sent to prospective students 	E	A/I/P
<ul style="list-style-type: none"> Flexible, well organised and adaptable approach to work 	E	A/I
<ul style="list-style-type: none"> Ability to work independently and in a team to meet given deadlines 	E	A/I
<ul style="list-style-type: none"> Knowledge of student recruitment and conversion strategies 	E	A/I/P
<ul style="list-style-type: none"> Ability to copyright at a high level, amending tone and information based on audience 	E	A/I/P

Any other requirements	Essential (E)/Desirable (D)	Method of Assessment (A/I/P)
<ul style="list-style-type: none"> Willingness to undertake training and development if appropriate 	E	A
<ul style="list-style-type: none"> Commitment to providing a high-quality student experience underpinned by the Mission and values of the University 	E	A

Name of contact for queries

Sarah Weir
Head of UK Student Recruitment
weirs@hope.ac.uk

Conditions of service:

This post is based at Hope Park campus. However, you may be required to work in other areas of the University as and when required.

The post is permanent, subject to the normal probationary period of 12 months.

Salary scale for this post is £33,002 - £37,694 (grade 6) per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. A higher salary will not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and **supported by evidence**. Salary is payable monthly in arrears by bank giro credit on and around the 20th of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 32 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

Further Information

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;
- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

Liverpool Hope's Values

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

Equality and Diversity

Consistent with its Mission, Liverpool Hope strives to be a university where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

Health and Safety

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties

Sustainability

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

Benefits of working at Liverpool Hope University

Liverpool Hope offers its employees a full range of benefits:

Pay and Pensions

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

Home and Family

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements

Training and Development

- Induction training for all new staff
- Opportunities to participate in overseas exchange with Erasmus Staff Mobility
- Staff development opportunities

Health and Well-Being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

Car Parking

All users of university car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

How to apply

You can download the application form by the links below, or request a hard copy by emailing jobs@hope.ac.uk. You must return a Personal Details form (pages 1-3 or 1-4, depending on the version) and a Work History form (pages 4-8 or 5-8, depending on the version) for your application to be accepted.

[How to apply](#)

Useful Links

[Life at Hope](#)

[People Services](#)

[Job Opportunities](#)

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