



LIVERPOOL
HOPE
UNIVERSITY

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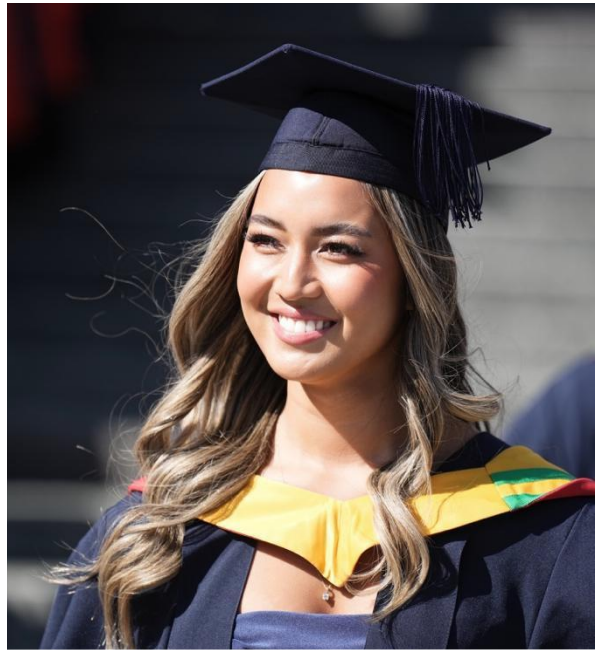
Recruitment Pack

Student Conversion & CRM Officer

Job Reference: 4AUKO2

Closing date: Wednesday 4th June 2025 at 5pm

www.hope.ac.uk





POST: Student Conversion & CRM Officer

STARTING DATE: TBC

SALARY RANGE: ££25,448- £27,644 (Grade 4) per annum

TYPE OF CONTRACT: Permanent

WORK PATTERN: Full Time

REPORTS TO: CRM & Conversion Manager

The Post

The Student Recruitment Team at Liverpool Hope University sits within the wider Student Futures department alongside the Careers and Employability team. This allows us to paint a picture for prospective students that shows them how they can use university as a launchpad for an exciting career in a wide range of fields.

We are seeking a Student Conversion & CRM Officer to support student recruitment activities and to assist in the operation of the university conversion strategy, utilising the CRM system as part of this.

You will be responsible for the delivery of various communication nurture tracks throughout the student journey, from pre-application to induction. You will be trained in effectively using Azorus, the university CRM platform, and become an advocate for the system. The post holder will have responsibility for training colleagues in its operation. Data held within the system can be utilised to improve practice within the department and ensure that nurture tracks are providing students with the information most relevant to them. The postholder will also have opportunities to develop source code used within the CRM system to improve the usability and appearance of applicant interfaces.

We are a small and versatile team so you will also support recruitment and conversion activities such as Open/Applicant days, our Clearing campaign, UCAS fairs, recruitment fairs, course enquiries and campus tours. Our Officers also support and develop new talent by mentoring new Graduate Advocates.

Job Description/Key Duties of the Post

Key Tasks / Responsibilities

- Coordinating communication activity within Azorus, the university CRM system
- Handling data and reporting on the impact of conversion activity
- Assisting in maintenance of published information about courses, facilities, and services (i.e contribute to the maintenance of the web pages and third-party websites)
- Support internal and external events where appropriate
- Development of new features and layouts within the CRM system
- To represent Liverpool Hope University in a professional manner both at on and off campus events
- To ensure the accuracy of data within the CRM system
- To support the development of junior team members within the Conversion & CRM area.
- To support the outreach work to stakeholders and stakeholder groups where appropriate
- Undertake UK travel for short periods of time

To undertake any other duties commensurate with the work of the Team and the nature of the role as requested by the line manager. The nature of this post will require some flexibility of working.

Name of contact for queries

Nathan Brown
CRM & Conversion Manager
Brownn2@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 £25,448- £27,644 (grade 4) 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 28 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 link below:

<https://www.hope.ac.uk/aboutus/jobopportunities/howtoapply/>

Useful Links

<https://www.hope.ac.uk/lifeathope/>

<https://www.hope.ac.uk/aboutus/jobopportunities/>

<http://www.hope.ac.uk/gateway/staff/staffdevelopment/newinternationalstaff>

