



GRIFFITH COLLEGE

<b>Job Title:</b> CRM & Innovation Executive	<b>Reporting to:</b> Head of Digital Marketing
<b>Location:</b> Dublin	<b>Job Type:</b> Permanent / Full time

**Job Summary:**

We are seeking a highly motivated and skilled CRM Executive to join our team and take ownership of our powerful Customer Relationship Management platform, HubSpot. The CRM Executive will play a crucial role in developing and implementing a comprehensive strategy for our College, leveraging the potential of our existing leads stored in the CRM. This represents a significant business opportunity for our institution, and we are looking for someone with previous experience in building CRM roadmaps to help us achieve our goals.

The primary responsibility of the CRM Executive will be to collaborate with various business units including campuses, faculties, and various departments, aligning their objectives with the CRM strategy. By maximizing the efficiency of the CRM, the Executive will contribute to the following key outcomes:

1. **Effective Sales Funnel:** Ensure that the CRM system provides an efficient and effective sales funnel, enabling seamless lead management and conversion.
2. **Lead Conversion:** Develop and implement detailed workflows within the CRM to maximize the potential of converting leads and inquiries into registered learners. This includes identifying key touchpoints, optimising communication channels, and streamlining the registration process.
3. **CRM Maintenance:** Oversee and maintain the HubSpot CRM system, ensuring data accuracy, integrity, and security. Regularly monitor and update CRM records, troubleshoot issues, and implement necessary enhancements.
4. **Market and Industry Analysis:** Stay informed about market trends and emerging strategies in the CRM field, allowing us to continuously improve our CRM function and provide an exceptional user experience.
5. **Knowledge Sharing and Collaboration:** Foster a culture of knowledge sharing and best practices across the College. Provide training to staff members and encourage collaboration between teams to optimise CRM utilisation and enhance overall business performance.
6. **Integration with Digital Platforms:** Integrate the CRM with other relevant platforms, ensuring effective communication and data flow between the CRM and the College's digital, social, and online platforms.
7. **Manage other projects or tasks as assigned by the Department Manager.**

Join our team and play a key role in driving our College's success by optimising our CRM strategy and leveraging its full potential. Apply today and be a part of a dynamic and forward-thinking institution.

**Minimum Education/ Experience Requirements:**

**Qualifications and Skills:**

- Bachelor's degree in Business Administration, Marketing, or a related field (or equivalent experience).



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- Previous experience in developing CRM strategies and roadmaps, preferably with HubSpot or similar CRM platforms.
- Strong analytical skills with the ability to analyse data, identify trends, and make data-driven decisions.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with diverse stakeholders.
- Detail-oriented and organized, with the ability to manage multiple projects and priorities simultaneously.
- Strong problem-solving skills and the ability to think strategically.
- Knowledge of digital marketing, social media, and online platforms is preferred.
- Familiarity with CRM integrations and additional tools is a plus.

### **About Griffith College**

Established in 1974, Griffith College is Ireland's largest independent third level institution with locations in Dublin, Cork and Limerick. The main campus is situated on seven acres within a mile of St. Stephen's Green on Dublin's South Circular Road. Griffith College enjoys a national and a growing international reputation for student success. The College has gained an enviable, award-winning reputation for providing students with first-class lectures and excellent study material. Griffith College offers internationally recognised postgraduate and undergraduate degree programmes, complimented by a wide range of professional, short term and corporate training educational solutions - in Griffith college, there is something for everyone. Today there are over 7,000 students studying in the College, which is a designated educational institute of the Quality and Qualifications Ireland (QQI). Click the link for more information. <http://www.griffith.ie/>

### **Our Vision**

'Empowering learners to achieve their career and life potential'

### **Why work for Griffith College?**

- Competitive salary package.
- Funding support for continued professional and academic development.
- Bike to work scheme.
- Tax saver travel scheme.
- Opportunity for continued training development and support.
- Free parking facilities.
- Onsite subsidised restaurant.
- Stunning historical premises.
- Vibrant multidisciplinary and multicultural learning environment.
- Innovative and agile place to work.
- Welcoming environment committed to learner and staff development.
- *\*Dublin campus on South Circular Road.*

*This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline of proposed areas of activity and will be amended in the light of the changing environment within the Faculty and the College.*

*Griffith College is an equal opportunities employer. Candidates must be eligible to work full-time for any employer in Ireland.*