JOB DESCRIPTION

Job Title:	Customer Contact Administrator
Reporting to:	Membership
Job Purpose Summary:	This role is critical to support the growth ambitions of AMBA & BGA and our fast growing network of Business Schools and Partners by understanding who the key contacts are in our Network. It will support all areas of the internal AMBA & BGA team (membership, marketing, commercial, finance and accreditation) by providing up to date contact details, held within our CRM system, for all current and prospect Business Schools. This will ensure all Business School communication to staff and students is relevant and targeted to ensure they get value from their relationship with us and strengthen our organisation's global reach.
Key Responsibilities and Accountabilities:	**Data gap analysis and planning – Current Business School portfolio** • Work with internal departments to understand their audience requirements and identify where the organisation lacks sufficient contact coverage. • Working with each internal department, determine and co-ordinate the opportunities to collect data from our Business Schools and create a yearly engagement plan. • Analyse the organisation's datasets on CRM to identify missing, incomplete, outdated or duplicated contact information. • Work with relevant departments to translate campaign objectives into practical data criteria and audience segments for CRM. • Working with the Marketing and Data team, investigate returned emails, staff changes and other indicators of obsolete data and source suitable replacement contacts. **Research and data acquisition – New Prospect Business Schools** • Identify prospect Business School opportunities to expand the organisation's reach in priority countries, markets for the growth of BGA. • Source and verify business contact details, job titles, organisational information and other agreed data points using reliable sources. **External engagement and verification** • Contact schools and companies by email, telephone and other approved channels to request, confirm or update relevant

	organisational and contact information. • Follow up with non-respondents and adapt the approach to improve response rates. **Data quality and governance** • Review researched and collected information for accuracy, consistency, duplication and suitability before it is added to or used from organisational systems. • Handle personal data in accordance with data protection law, internal policies, retention requirements and good practice. • Recommend improvements to data collection questions, verification methods and departmental processes where these would improve coverage or quality. • Undertake other reasonable duties related to data research, acquisition, quality and engagement as business requirements develop.
Qualifications, Skills and Experience:	• Experience of desk research, market research, data acquisition, business development research or a comparable role. • Excellent customer service skills. • Experience of contacting external organisations and professionals by email, telephone and online methods to request or verify information. • Experience of analysing datasets to identify gaps, trends, priorities and opportunities. • A practical understanding of data protection, privacy and responsible business-contact research. • Strong working knowledge of Microsoft Excel, including filtering, lookups, data cleaning and analysis would be advantageous. • Experience of CRM or database systems; Microsoft Dynamics 365 experience is desirable. • Educated to degree level or able to demonstrate equivalent relevant experience. • Experience of international education, membership bodies or B2B markets would be advantageous.
Key Competencies:	• Adaptable to work across the different internal teams within AMBA & BGA to support strategic targets. • Curious and persistent, with the confidence to investigate gaps and follow enquiries through to completion. • Exceptional attention to detail and a strong commitment to data accuracy. • Clear, professional written and verbal communication skills, including a confident telephone manner. • Strong analytical and problem-solving skills, with the ability to turn findings into practical action.

	• Excellent organisational and time-management skills, with the ability to manage several research and engagement priorities. • Culturally aware and comfortable engaging with schools, companies and stakeholders in different regions of the world. • Self-motivated, target-focused and able to work independently within agreed priorities and data standards.
Location:	3 Dorset Rise, London, EC4Y 8EN
Hours of Work:	35 Hours Per Week - With a degree of hybrid working
Salary:	Competitive
Date Prepared:	October 2026

Please note that this job description does not form part of your employment contract. AMBA & BGA can modify your job duties or amend this job description at any time.