

Course Enquiries Officer - External Relations – Grade D

Job Description

Purpose

Based at our Preston campus, the Course Enquiries team are the first point of contact for many prospective students exploring their university options. The team are responsible for supporting conversion by guiding enquirers from initial point to enquiry through to admissions and course enrolment.

The post holder will be responsible for providing guidance and support alongside delivering an outstanding front line customer experience to all enquirers.

The teams remit encompasses enquiries from both UK and International audiences, so the post holder will be required to develop a good understanding of the university course portfolio, course entry criteria, admissions processes and wider university services to ensure enquiries are resolved. As a team we work flexibly to ensure the needs of the business are met, this includes the occasional support of student recruitment initiatives such as Open Days which take place on evenings and weekends.

Duties

1. To handle inbound enquiries from prospective students exploring their university options via telephone, e-mail, live chat, and face to face contact.
2. To be an excellent communicator with all stakeholders at all levels, both internal and external to the University.
3. To identify and understand prospective student's needs to tailor advice and guidance. For example, advising enquires of appropriate alternatives of study available to them, that would enable progression into Higher Education.
4. To work with internal departments to source information required to respond to enquirers in a timely and efficient manner. For example, liaising with academic staff to ensure the accuracy of information being provided to enquirers.
5. To understand and advise on the different admissions process to Higher Education based on target audience.
6. To maintain and input data into the University's CRM system ensuring timely and accurate entry of enquirer contact details.
7. To actively contribute to the development of the Course Enquiries team to ensure that the quality of service provided to all customers is optimised.

8. Awareness of the challenges and changes within the Higher Education sector that can impact and influence prospective students' decisions about university.
9. To promote, encourage attendance and support campus recruitment and promotional events such as Open Days, Campus Tours and Offer Holder Days.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Proven experience of working within a customer focused environment, delivering tailored information to a wide range of customers. (Application/Interview).
- Excellent communication skills across multiple mediums such as Phone, Email, and Face to Face. (Application/Interview).
- Demonstrate understanding of student needs and concerns in relation to Higher Education (Application/Interview).
- To recognise the need for, and to maintain confidentiality when dealing with enquirers and maintaining data records. (Application/Interview).
- Experience of working within a busy office environment. (Application/Interview).
- Educated to A level or equivalent or able to evidence substantial transferrable work experience. (Application/Interview).
- Excellent IT and data entry skills. With a high level of accuracy and attention to detail. Computer literate across a range of Microsoft packages. (Application/Interview).
- Able to organise and prioritise workload to meet deadlines and meet customer service standards. (Application/Interview).
- Willingness and the ability to work independently and as part of a team. (Application/Interview).
- Ability to follow standard processes and procedures and proactively identify new developments to improve the customer experience. (Application/Interview).
- Proactive and results orientated with the willingness to accept feedback and participate in training and development activities. (Application/Interview).
- To be sensitive and empathic to the needs of a wide range of age groups, cultures, and socio-economic backgrounds. (Application/Interview).
- Willingness and ability to work flexibly to meet the needs of the team including evening and weekend working when required. (Application/Interview).

- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours. (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- Experience of working with a Call Centre team (Application/Interview).
- Experience of working within a Higher Education setting (Application/Interview).
- Demonstrable understanding of student needs and concerns in relation to both Further and Higher Education (Application/Interview).
- Degree with Honours or equivalent experiential experience. (Application/Interview).