

## JOB DESCRIPTION

<b>Job title:</b> Sales and Bookings Administrator	<b>Accountable to:</b> Marketing and Communications Manager
<b>Contract length:</b> Permanent	<b>Hours per week:</b> 35 <b>Weeks per year:</b> 52
<b>Salary:</b> £24,563 to £28,839 per annum	<b>Grade:</b> 2
<b>Service:</b> UAL Short Courses Ltd at London College of Fashion	<b>Location:</b> John Princes St, Oxford Circus

### Who are we?

The department of Academic Enterprise (AE) leads the University of the Arts London's third stream income operations and is integral to the University's long term development. Its mission is to increase the amount of income generated by the University from non-core teaching and research activities. It builds on, and includes, the successful UAL Short Courses Ltd, UAL Awarding Body, the Language Centre, college and research based enterprise, business and innovation operations. Academic Enterprise not only integrates and bolsters a wide range of business and client facing work across the University but is also developing new products and services for new and existing markets.

Academic Enterprise is a successful, growing, department with a combined turnover of £31m in 2016/17, mostly from B2C activities. There are approximately 195 staff working in Academic Enterprise operations in all UAL's colleges as well as central university services. Around 70,000 students study on short courses or qualifications offered by AE business units.

At London College of Fashion our short course unit trains over 5000 students a year and we offer around 150 different Fashion and Makeup courses. The courses are designed mostly for beginners, so those preparing for a degree, those looking at changing careers or starting their own business, as well as enthusiastic hobbyists of all ages. We also offer a range of customised short courses for the industry.

### What is the purpose of the role?

The purpose of this role is to be the first point of contact for students requiring short course information and advice via the telephone, email and in person. This is an active sales role, converting enquiries into bookings to assist the unit to meet its financial targets. The role holder will provide excellent customer service for the 5000 + students who book onto short courses at London College of Fashion each year.

### Duties and Responsibilities

- To be the first point of contact for all short course customers
- To give outstanding customer service to all customers - guiding them in their choice of course and providing helpful and factual information to give them confidence to book a course.
- To actively sell or upsell the courses where possible in a friendly and honest manner
- Process manual bookings when necessary i.e. telephone, in person, and enrolling students on the Learner Management System.
- Responding to all email enquiries sent via the Salesforce CRM system.
- Follow up sales enquires on Salesforce CRM system, contacting students.
- Respond to enquiries from the website, transferring details onto sales force and contacting student.

- Respond to social media posts and questions proactively
- Deal with requests for Student Visa letters: scan passport details, issue letters, give students advice etc
- Check visas in passports on arrival.
- Provide advice on accommodation options and other services
- Deal with the staff bookings procedure
- Advise customers of cancelled courses and offer them alternative options to retain their custom
- Support course coordination team by liaising with students on courses or upcoming courses
- Anything else related to the Learner Management System

### **Marketing/Reception**

- Support the marketing team with social media as required
- Contributing to the business by communicating demand for courses, new ideas or feedback from customers.
- Assist with events, including external exhibitions, tutor events, customer focus groups and seminars (which may include occasional evenings or weekends).
- The up keep of the reception area and ordering supplies as necessary

### **General**

- Assume other reasonable duties consistent with your role, which may be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- Undertake continuous personal and professional development through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)

### **Key Working Relationships**

- Marketing Manager
- Sales and Bookings Administrator
- Business Manager
- Short course finance team

PERSON SPECIFICATION	
Specialist Knowledge/Qualifications	Competent in Microsoft Word, Excel and Outlook and use of the web/ internet Experience in the fashion or make-up industry and awareness of industry and consumer trends
Relevant Experience	Customer service experience
Communication Skills	Delivers excellent customer service - provides a positive and responsive student or customer experience in person, by email or on the phone Communicates effectively orally and in writing. Clearly delivers information Knows when and how to escalate problems Enjoys using social media
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time Uses resources effectively and with minimal waste
Teamwork	Supports colleagues to 'get the job done' Can be trusted to respond quickly to others questions/emails Works collaboratively in a team and where appropriate across sites and with other colleagues
Creativity, Innovation and Problem Solving	Uses initiative to solve problems. Shares ideas and feedback from students

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.