

JOB DESCRIPTION

Job title: Customer Service, Sales & Enquiries Assistant	Accountable to: Customer Experience & Sales Coordinator
Contract length: Permanent	Hours per week: 35 Weeks per year: 52
Salary: £26,928 - £30,777	Grade: 2
Service: UAL Short Courses Ltd	Location: Various UAL sites as designated

What is Academic Enterprise?

Academic Enterprise (AE) leads the University of the Arts London’s enterprise driven income operations and is integral to the University’s long term development. Academic Enterprise’s mission is to increase the amount of income generated by the University from non-core teaching and research activities. It includes a number of successful existing business operations: UAL Short Courses Ltd (UALSC), the UAL Awarding Body, the Language Centre, the University’s Study Abroad programme and and is currently spinning out an existing internal service, ArtsTemps, into a new subsidiary UAL ArtsTemps Ltd (UALAT) which will manage the temporary and permanent employment of approximately 2,500 UAL students and graduates.

With the addition of UALAT, Academic Enterprise will have a combined turnover of £35m in 2019/20, from both B2C and B2B activities. There are approximately 140 salaried staff and 1,100 hourly paid teaching staff and external moderators working in Academic Enterprise operations in all UAL’s colleges as well as central university services. Around 72,000 students study on short courses or qualifications offered by AE business units.

UAL Short Courses is committed to creating diverse and inclusive environments for all staff and students to work and learn – a workplace where we can be ourselves and reach our full potential. We offer a range of family friendly, inclusive employment policies, flexible working arrangements and Staff Support Networks. We welcome applicants from diverse backgrounds, including race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibility.

University of the Arts London and UAL Short Courses offers an extensive range of courses in art, design, fashion, communication and performing arts. Our graduates go on to work in and shape the creative industries worldwide. University of the Arts London is the world’s second University for Art and Design in the QS World University Rankings® 2022. The University has a world-class reputation and is made up of 6 equally renowned Colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts.

What is the purpose of the role?

This customer service and sales position is based in UAL Short Courses Ltd, working at designated college site/s and responsible for short course enquiries and customer service administration for all 6 UAL college brands; Central Saint Martins, London College of Fashion, London College of Communication, Chelsea College of Arts, Wimbledon College of Arts, Camberwell college of Arts. This post is a primary point of contact for students requiring short course information and advice via telephone, email, IM Chat and in person, and is a key sales role, actively converting enquiries to bookings and supporting the conversion of course cancellations into transfers to assist the short course business to meet its financial targets and support the wider student experience.

This role is part of the Customer Experience and Sales Team, who are responsible for sales and administration of approximately 16,500 short course bookings each year onto 1800+ courses across the 6 UAL college brands. The postholder will respond to the associated enquiry management, course cancellation notifications, transfers/refund processing, and the administration of specialist short course programmes.

Duties and Responsibilities

Reception

- To act as the primary point of contact for all short course enquiries at designated site/s, responding effectively to all enquiries and bookings via the telephone, online, and in person, working flexibly to cover office opening hours as necessary.

Customer Service and Sales

- To communicate with external enquirers via email using Sales Force (CRM), telephone, Instant Messaging Chat (IM) and in person. Taking responsibility for each enquiry until closed or successfully transferred to another department.
- To guide customers in their choice of course providing clear, factual information to give them confidence in booking a course.
- Support with student bookings (via email, in-person or phone); including adding students to our learner management system (Administrate), process payments and sending any required student journey communications.
- To proactively convert enquires into course bookings.
- To actively track and monitor student transfers rates and to call students to support them with course transfer process and new course selection
- To provide advice on accommodation options and other university and college services.
- To liaise with the central Agents Coordinator in relation to Agent and Company Bookings that come in via email and by telephone.
- To work with the Immigration Compliance Team to assist students with Visa/Immigration enquiries.
- To checking student passports at short course starts and enrolment, ensuring accurate records are maintained for inspection by the appropriate agency where required.
- Support the course starts enrolment process, working with the rest of the Short Course team at designated site/s. This includes welcoming students, signposting, and enrolment activities including checking visas and passports.
- Monitoring status of courses and updating website to show when courses are fully booked, in progress, completed.
- Supporting the short course co-ordination team, sending out information to students as required.
- Assist with events including external exhibitions, open days and tutor events.
- To assist the Short Course team when required to ensure the smooth running of short courses at each College site.

Social Media Administration

- Using social scheduling, supporting content and activity across short course social media channels (Instagram, Facebook, and Twitter) as required.
- Work with Digital Marketing & Communications Coordinators to source and produce engaging content to ensure social media channels are up to date and relevant to increase audience presence on company sites and encourage audience participation.

General

- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with UALSC policies, promoting equality and diversity in your work
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the Planning, Review and Appraisal scheme and staff development opportunities
- To 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
- To conduct all financial matters associated with the role in accordance with UALSC policies and procedures, as laid down in the Financial Regulations

Key Working Relationships Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Customer Experience & Sales Manager, Customer Experience & Sales Coordinator, and colleagues within the Customer Experience & Sales Team
- Finance Administrators
- Short Course Coordinators, Short Course Administrators, Short Course Assistants

PERSON SPECIFICATION

Specialist Knowledge/Qualifications	<p>Educated to degree level or equivalent experience.</p> <p>Experience using a CRM for customer service.</p> <p>Appropriate levels of IT skills as necessary for the post, with knowledge and experience of standard packages.</p> <p>Excellent numeracy & accuracy skills</p>
Relevant Experience	<p>Relevant experience working in front line customer service in an international, education or arts context.</p> <p>Interest or experience in art and design education or the broader creative industry.</p> <p>Experience working independently without direct supervision.</p> <p>Experience of dealing with difficult situations or confidential matters according to policy and procedures, referring to others as required.</p> <p>Experience with dealing with international customers</p> <p>Experience of taking payments</p>
Communication Skills	<p>Communicates effectively orally, in writing and using visual media</p> <p>Be able to communicate effectively with people for whom English may not be a first language</p> <p>Must have excellent attention to detail and a commitment to accuracy</p> <p>Understanding of the important of a positive customer journey</p>
Planning and Managing Resources	<p>Plans, prioritises and organises work to achieve objectives on time in an often busy and pressured environment</p> <p>Contributes to the work of the team, providing support, assistance and cover where needed with a pro-active, 'can-do' approach.</p>

	Contributes to the induction of new staff, providing training and instruction on own area of responsibility, also acting as a “buddy”/coach.
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student Experience or Customer Service	Provides a positive and responsive student or customer service
Creativity, Innovation and Problem Solving	<p>Distinguishes between the need to make a decision and when to defer, also contributes to the decision making of others by providing relevant information and opinions.</p> <p>Establishes basic facts by carrying out appropriate enquiries, identifying and using a range of sources</p>

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.

Last updated: February 2022