

JOB DESCRIPTION	
<b>Job title:</b> Customer Service Sales and Enquires Assistant	<b>Accountable to:</b> Customer Service Team Coordinator
<b>Contract length:</b> 1 year Fixed term	<b>Hours per week:</b> 35 <b>Weeks per year:</b> 52
<b>Salary:</b> £24,563-28,839	<b>Grade:</b> 2
<b>Service:</b> UAL Short Courses Ltd, Central Saint Martins (within Academic Enterprise)	<b>Location:</b> Kings Cross / other UAL sites
<p><b>What is Academic Enterprise?</b></p> <p>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.</p> <p>Academic Enterprise is a successful and growing department with an anticipated combined turnover of £32m in 2017/18, from both B2B and B2C activities. There are approximately 195 staff and 650 hourly paid tutors working in Academic Enterprise operations in all UAL's Colleges as well as central university services. Each year, around 70,000 students study on short courses or qualifications offered by AE business units. The short course business at Central Saint Martins, the largest of the short course units with a turnover of £7.4m and significant surplus delivered to the College and University to support delivery of education and research.</p>	
<p><b>What is the purpose of the role?</b></p> <p>This customer service and sales position is based in the UAL Short Courses Ltd unit at Central Saint Martins. Reporting to the Customer Service Team Coordinator, this post is the primary point of contact for students requiring short course information and advice via telephone, email, IM Chat and in person. This role is also a key sales role, actively converting enquiries to bookings and supporting the conversion of course cancellations into transfers to assist the CSM short course unit to meet its financial targets and support the wider student experience.</p> <p>This role is part of the Customer Service and Sales Team, who are responsible for sales and administration of approximately 9,000 short course bookings each year onto 800+ courses and the associated enquiry management, course cancellation notifications, transfers/refund processing, and the administration of specialist short course programmes.</p>	
<p><b>Duties and Responsibilities</b></p> <p><b>Reception</b></p> <ul style="list-style-type: none"> <li>• To act as the primary point of contact for all short course enquiries, responding effectively to all enquiries and bookings via the telephone, online, and in person.</li> <li>• Be based at the CSM reception each weekday.</li> <li>• Working Flexibility as necessary, later starts (1100 –1900) hours may be required and also occasional Saturdays to support the weekend short course delivery</li> </ul> <p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>• 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 passed on to another department.</li> <li>• To guide customers in their choice of course providing clear, factual information to</li> </ul>	

- give them confidence in booking a course.
- To process Short Course bookings through Course Manager to enrol students on their chosen course, which includes booking and payment, the generation of joining instructions including manual bookings that are received by post, email or in person.
- 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 CSM university and college services.
- To provide advice on short courses offered at other UAL colleges (CCW, LCC, LCF)
- To liaise with the central Agents Co-ordinator in relation to Agent and Company Bookings that come in via email and by telephone.
- To liaise with the International Business Development manager for enquires about bespoke short courses or corporate training.
- To work with central UAL colleagues, to assist students with Visa/Immigration enquiries, checking passports at enrolment and to keep the records of those students requiring visa declaration for inspection by the appropriate agency.
- Support the course starts enrolment process, working with the rest of the Short Course team. This includes welcoming students, signposting, and enrolment activities including checking visa's in 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, by 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 (Kings Cross and Archway campuses).

#### **General Duties**

- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, 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 University's 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 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** Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Customer Service Team Coordinator
- Finance assistants
- Customer Service Team
- Course Coordinators
- Course Administrators
- Marketing Manager

## 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 &amp; 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, by cash/cheque/credit card</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> <p>Contributes to the induction of new staff, providing training and instruction on own area of responsibility, also acting as a "buddy"/coach.</p>
Teamwork	<p>Works collaboratively in a team and where appropriate across or with different professional groups</p>
Student Experience or Customer	<p>Provides a positive and responsive student or</p>

Service	customer service
Creativity, Innovation and Problem Solving	<p>Provides a positive and responsive student or customer service</p> <p>Uses initiative or creativity to resolve problems</p> <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: October 2018