

| JOB DESCRIPTION | |
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| Job title: Agent Co-ordinator | Accountable to: International Marketing & Sales Manager |
| Contract length: Permanent | Hours per week: 35 Weeks per year: 52 |
| Salary: £28,839 | Grade: 3 |
| Service: Academic Enterprise / UAL Short Courses Ltd | Location: High Holborn and College sites |
| <p>What is Academic Enterprise?</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. As well as a focus on increasing the amount of income generated by the University from non-core teaching and research activities, AE also generates opportunities for students and graduates to engage with external businesses and other organisations. It builds on, and includes, the successful UAL Short Courses Ltd., UAL Awarding Body, the Language Centre, college and research-based enterprise, and business and innovation operations including Knowledge Exchange. 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.</p> | |
| <p>What is the purpose of the role?</p> <p>This post will contribute to the Academic Enterprise (AE) international marketing strategy by being a primary point of contact for all agents for UAL Short Courses Ltd and Language Centre, and processing bookings received from agents onto short courses. The postholder will also assist with promotional activities for agents overseas and in the UK and develop and maintain good relations with international short course agents, including co-ordination and processing of agent contracts.</p> | |
| <p>Duties and Responsibilities</p> <p>Agent Management</p> <ul style="list-style-type: none"> To be a primary point of contact for registered agents and registration of new agents. To reference check and approve new agents to represent UAL Short Courses Ltd / University of the Arts London short and language courses, issuing contracts, including liaising with Legal Services if necessary, and maintaining the database of agents, ensuring all information is up to date. To record agents bookings as received and processed, and to provide weekly reports of booking figures and regular reports on booking trends and patterns. To work with the International Marketing & Sales Manager to improve and streamline agent management processes. To visit agents' offices in the UK and overseas in order to give presentations and training to staff. <p>Support for sales</p> <ul style="list-style-type: none"> To be a primary point of contact for agents enrolling students on to the short course programme, ensuring an excellent customer service is offered to all. To build, foster, and maintain working relationships with current and new agents. To support agents in promoting short and language courses and deal with any enquiries from prospective students via agents. To process short course bookings from overseas agents including ensuring that bookings are appropriately coded and entered on the finance system. | |

- Issue appropriate enrolment letters and visa letters.
- Work with finance staff, issuing invoices and receipts to agents and checking commission invoices and following up with finance and agents as necessary for accuracy.

Support for marketing

- To present UAL short courses to agents and students via online tools (skype etc), and hosting overseas visitors at UAL, including site tours and college briefings.
- Support any overseas visits by AE staff to meet agents, coordinating meetings as required.
- To represent UAL Short Courses Ltd / University of the Arts London short and language courses at agents/education fairs. This may include occasional overseas travel.
- To co-ordinate marketing materials for agents, including regular mail outs by post and email based

Other Conditions

- You may be required to work different hours from time to time as necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
- You may be required to regularly travel to other sites as necessary.

General

- Assume other reasonable duties consistent with your role, as determined, 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, 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.
- 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 accordance to 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

Internal

- International Marketing & Sales Manager, Associate Director - International Enterprise
- Managers and marketing staff in various Academic Enterprise units: UAL Short Courses Ltd, Study Abroad, Language Centre.
- UAL internal and external communications and marketing and student recruitment teams

External

- Suppliers and distributors of marketing collateral
- Fair and workshop organisers
- Agents and third party providers

Specific Management Responsibilities

Budgets:

Staff:

Other (e.g. accommodation; equipment):

| PERSON SPECIFICATION | |
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| Specialist Knowledge/Qualifications | <p>Has received formal training or education at post 16 level.</p> <p>Confident IT user, particularly Excel, Outlook and other MS Office systems.</p> |
| Relevant Experience | <p>Has relevant experience working in administrative function in an office and is able to work independently, managing their own workload.</p> <p>Experience working in a customer service environment.</p> <p>Has experience of international student recruitment in commercial or higher education including working with a network of educational agents, and/or with international customers/ clients.</p> <p>Experience working with student records systems and/or finance systems would be desirable.</p> |
| Communication Skills | <p>Communicates effectively orally, in writing and/or using visual media appropriate to non-native speakers of English</p> <p>Creates rapport and develops strong business relationships with agents, colleagues, suppliers and competitors</p> |
| Leadership and Management | Supervises and motivates individuals or a team effectively, setting clear objectives to manage performance |
| Planning and Managing Resources | Plans, prioritises and organises work to achieve objectives on time |
| 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 | Uses initiative or creativity to resolve problems |

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: September 2018