

JOB DESCRIPTION

Job Title: CCW Short Course Enquires Assistant

Accountable to: Short Course Marketing and Communication Manager

Contract Length: Permanent

Hours per week/FTE: 35

Weeks per year: 52

Salary: £24,034- £28,274 per annum

Grade: 2

College/Service:

Location: CCW Millbank

Purpose of Role:

To manage a high volume of enquires to the CCW Short Course office with a view to converting enquirers to fully enrolling customers. Enquires must be managed in "Sales Force", the University CRM system as well as via telephone and in person.

To create engaging content for CCW short courses social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences.

The role is also to provide administrative support to the marketing and customer service team when dealing with cancelled and postponed short courses.

Duties and Responsibilities

- To act as the primary point of contact for all CCW short course enquiries, responding effectively to all enquiries, bookings and requests for course information in person, by email, telephone, web or post.
- To communicate with external enquirers via email, phone and in person using Sales Force (CRM) taking responsibility for each enquiry until closed or successfully passed on to another department
- To help with the coordination of Short Course bookings through Course Manager which includes enrolment, the generation of joining instructions and the manual bookings that are received by post, fax or in person.
- Working within the marketing and customer service team to manage the process of short course transfers and refunds when a course is cancelled or postponed.
- Contacting customers via telephone and email to advise of the cancellation of their short course and advising on suitable substitute courses or dates at both CCW and cross college transfers.
- To actively promote cross selling across CCW courses.
- To manage the process of refunds/transfers of courses should and when they be required.
- To provide administrative support to the marketing and customer service team when dealing with cancelled and postponed short courses.
- Supporting the administration of student feedback process.
- To contribute, advised by customer contact and feedback in the development of future courses or refinement of those already delivered.
- To work with central UAL colleagues, to assist students with Visa/Immigration enquiries and to keep the records of those students requiring visa declaration for inspection by the appropriate agency.
- Using Hootsuite, manage content and activity across all CCW short course social media channels (Facebook, Twitter, Instagram and Pinterest)

- Source and produce engaging content to ensure social media channels are up to date, relevant and interesting and to increase audience presence on company sites and encourage audience participation
- With support from the marketing team, to the lead on specific social media initiatives as required (competitions etc)
- To ensure that post is delivered and collected on a weekly basis.
- To assist the Short Course team when required to ensure the smooth running of short courses at each College site.

Additional Duties and Responsibilities

- 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 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

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

- CCW Business Manager
- Short Course Marketing and Communication Manager CCW
- Short Course Tutors and Students
- Short Course Manager CCW

Specific Management Responsibilities

Budgets: None

Staff: None

Other (e.g. accommodation; equipment):

Signed _____ Emma Terry _____ Date of last review _____ 29/09/2017
(Recruiting Manager)

Job Title: CCW Short Course Enquiries Assistant Grade: 2

Person Specification	
Specialist Knowledge/ Qualifications	Educated to degree level Working knowledge of a CRM system Working knowledge of Social media Platforms (Facebook, Twitter, Instagram etc) Good knowledge of Microsoft Office, Excel and Outlook Knowledge of working in an arts related environment
Relevant Experience	Relevant experience in marketing/customer care/Front of House environment Experience in a sales environment
Communication Skills	Communicates effectively orally, in writing and using visual media. Ability to maintain accurate and up to date knowledge of services available in own and related areas of work, ensuring that the experience of each customer is positive and satisfactory.
Research, Teaching and Learning	Effectively delivers basic training or briefings to support understanding or learning
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
Teamwork	Works collaboratively in a team or with different professional groups

Student Experience or Customer Service	<p>Provides a positive and responsive student or customer service.</p> <p>Is unfazed by demanding customers and works in a professional manner at all times.</p>
Creativity, Innovation and Problem Solving	<p>Uses initiative or creativity to resolve day-to-day-problems</p>

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

Last updated: April 2015