

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Apprentice Administrative Assistant

Salary: APPT 2

Period: Permanent

Location: London College of Communication, Elephant & Castle

Accountable to: Short Course Co-ordinator

Section: UAL Short Courses Ltd.

Purpose of Job:

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.

This administrative position is based in the Short Course Unit at London College of Communication (LCC). Reporting to the Short Course Co-ordinator, this post is the primary point of contact for the customer service and administration of short course registrations at LCC including those delivered off-site or online.

The role will involve processing the high volume of enquires to the LCC Short Course office with a view to converting enquirers to fully enrolling customers. Enquires will be managed in "Salesforce", the University CRM system as well as via telephone and in person.

The post will work closely with the Finance Administrator and the Marketing Co-ordinator when dealing with cancelled and postponed short courses.

In addition, the post holder will create engaging content for LCC 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 will require some flexible working to cover evening and weekend course delivery

Duties and Responsibilities

- To act as the primary point of contact for all LCC short course enquiries, responding effectively to all enquiries, bookings and requests for course information in person, by email (using Salesforce CRM), telephone, Instant Messaging (IM Chat), web or post
- To communicate with external enquirers taking responsibility for each enquiry until closed or successfully passed on to another department
- To guide customers in their choice of course by providing clear, factual information to give them confidence in selecting a course
- To co-ordinate short course bookings through Course Manager, including enrolment, the generation of joining instructions and the manual bookings received by post, telephone or in person
- To work within the Finance Administrator and the Marketing Co-ordinator to manage the process of short course transfers and refunds should a course be cancelled or postponed
- To contact customers via telephone and email to advise of the cancellation of their short course and advising on suitable substitute courses or dates at LCC and, where appropriate, via cross college transfers

- To actively promote cross selling across LCC courses
- To support the administration of student feedback process
- To contribute, advised by customer contact and feedback to the development of future courses or refinement of those already delivered
- To liaise with the central Agents Co-ordinator in relation to Agent and Company Bookings
- 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
- To provide advice on accommodation options and other university and college services
- To apply the advertised short course terms and conditions for students booking courses and follow the guidelines for complaints, withdrawals and refunds, escalating as required
- With guidance from the Marketing Co-ordinator, lead on specific social media initiatives as required (competitions etc.)
- To edit and update website, as directed by the Marketing Co-ordinator and/or Digital Web and Analytics Co-ordinator
- To manage content and activity across all LCC short course social media channels (Facebook, Twitter, Instagram and Pinterest)
- To 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
- To ensure that post is delivered and collected regularly
- To work on short course promotional data research and data entry on an ad-hoc basis
- To assist with events, including external exhibitions, open days and tutor events
- To assist the Short Course Co-ordination team, as and when required, to ensure the smooth running of short courses at LCC, online or off-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 supervise 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.

- LCC Short Course Co-ordinator
- LCC Business Manager
- LCC Marketing and Communication Manager
- LCC Business Development Co-ordinator
- LCC Short Course Administrative Assistant (Co-ordination)
- Short Course Tutors and Students

Specific Management Responsibilities

Budgets: None

Staff: None

| Person Specification | |
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| Specialist Knowledge/ Qualifications | <p>Working knowledge of a CRM system</p> <p>Working knowledge of Social Media Platforms (Facebook, Twitter, Instagram etc.)</p> <p>Good knowledge and understanding of the legal, regulatory and ethical requirements relating to marketing</p> <p>Good knowledge of Microsoft Office, Excel and Outlook</p> <p>Knowledge of working in an arts related environment</p> |
| Relevant Experience | <p>Relevant experience in marketing/customer care/front of house environment</p> <p>Experience in a sales environment</p> |
| Communication Skills | <p>Communicates effectively orally, in writing and using visual media.</p> <p>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.</p> |
| Planning and Managing Resources | <p>Plans, prioritises and organises work to achieve objectives on time</p> <p>Ability to work independently, with good attention to detail</p> |
| Teamwork | <p>Works collaboratively in a team or with different professional groups</p> |
| 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